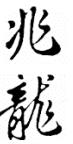




SINO STRATEGIC INTERNATIONAL LIMITED



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Sino Investment Services Pty Ltd (ABN 49 006 643 152)
Sino GL Pty Ltd (ABN 29 090 447 368)
SSI Nominees Pty Ltd (ABN 31 006 724 956)
Sino Investments Pty Ltd (ABN 47 006 643 143)
Sino Asset Management Ltd (ABN 61 007 282 797)
Sino Finance Portal Pty Ltd (ABN 32 086 928 396)

23 February 2009

Australian Securities Exchange
Company Announcements Platform

Dear Sir/Madam

Re: Shanghai Sports Lottery Soccer Betting Launch Notice

The Directors of Sino Strategic international Ltd (“SSI”) are pleased to announce a significant development in relation to the introduction of legalized Sports Betting (Soccer Betting) into the Shanghai market.

Shanghai Kelo, the wholly owned subsidiary of SSI, advises that Shanghai Sports Lottery Issuance Centre (“SLIC”) has issued an official notice “Re Sports Lottery Single Match Soccer Betting Launch Preparation Notice” inviting existing SLIC distribution agents wishing to become involved in the sale of legalized Sports Betting products to register by 28 February 2009. Shanghai Kelo has already commenced the registration process for all its SLIC stores.

To accelerate the introduction of Sports Betting products into the market place, the SLIC is inviting only existing SLIC agents who meet a range of conditions. These conditions will preclude the smaller operators including all street vendors from being involved but all of SSI’s existing SLIC points of sales (“POS”) will qualify under these conditions. The conditions include:

1. POS must be at least 10 sq metres with historical rental agreements of more than one year.
2. POS must have 2 or more sales staff and can maintain operations in excess of 12 hours per day.
3. Operators must have specialized Sports Lottery sales knowledge, be familiar with the various playing rules, have an existing Sports Lottery customer base and be achieving reasonable sales currently.
4. The operator of the POS must have sufficient financial capability to install one to two PCs with ADSL Internet access.

To encourage suitable agent to operate Sports Betting stores and enthusiastically introduce Sports Betting products, expand market size and nurture new Sports Lottery products, the SLIC will provide higher agency commission rates to POS outlets of larger premises.

The conditions outlined above by the SLIC can all be met by the SSI’s Shanghai POS network. SSI has worked closely with the SLIC and is confident of its partnership role with the SLIC as it launches what will be the most significant product to be introduced into the Chinese gaming market to date. SSI operates the largest agency network of SLIC approved POS in Shanghai with 150 stores and will be in a position to capture a significant share of the legalized soccer betting market upon launch, particularly with no new entrant being able to enter the market for the first 12 months under the qualification conditions.

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The official notice from SLIC indicates that the launch of legalized Soccer Betting in Shanghai is now imminent.

The revenue potential for legalized Soccer Betting sales is significant. Illegal betting on soccer and other sporting matches is believed to be about US\$10b per month in China with Shanghai accounting for US\$1 billion per month. The opportunity to participate in converting illegal soccer betting to legalized sales has been a key objective of SSI.

SSI's unique position, in being able to capture a substantial market share in Shanghai in the multi billion dollar legalized Soccer Betting market, will add substantial enterprise value to the company.

Yours sincerely

Richard Li
Chief Operating Officer, Australia and
Director, Group Corporate Strategy

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