

BUSINESS OVERVIEW

Paradise Walker-Hill Casino, the largest foreigners-only casino in Korea, is located within the Sheraton Grande Walkerhill Hotel and situated close to the natural beauty of the Han River. We operate games including baccarat, blackjack, roulette, taisai, and others, and also hold a variety of events and promotions that ensure the highest level of service for our guests from all around the world.



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CASINO BUSINESS

BUSINESS OVERVIEW

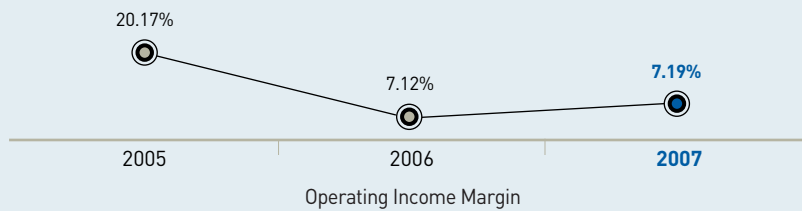
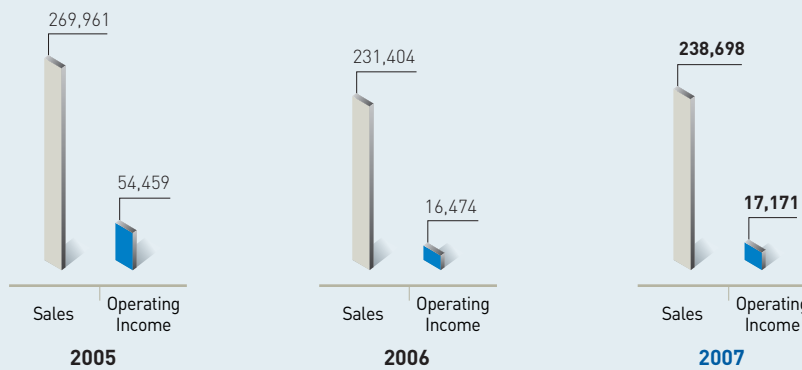
Recognized internationally for its world-class casino operation knowhow, Paradise Walker-Hill Casino's main customer bases are VIPs from Japan, China and elsewhere in the region. As the nation's largest foreigners-only gaming house, Walker-hill Casino will expand its target customer base from VIPs to include general customers in order to strengthen its position as a leading company.

WALKER-HILL CASINO BUSINESS STATUS

Casino operations are the main business of Paradise Co., Ltd. (Walker-Hill Casino), accounting for 97% of total sales. Despite full-fledged competition in the casino sector in 2007, Walker-Hill's casino operations during the year recorded 3.2% sales growth over 2006, while net income rose 4.2% to 17.1 billion won.

Sales / Operating Income

(Unit: Mil. KRW)

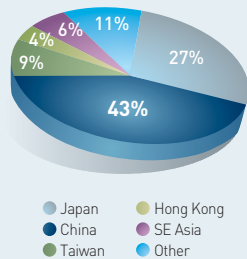




CUSTOMERS BY NATIONALITY / REVENUES BY GAME

Customers by Nationality

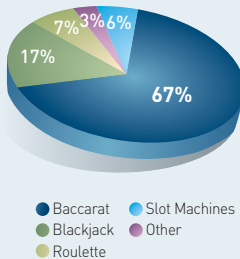
[[Unit: People]]



Category	2005	2006	2007
Japan	116,754	82,229	55,053
China	82,412	89,251	89,511
Taiwan	40,448	30,716	19,567
Hong Kong	33,681	14,999	8,331
SE Asia	27,360	15,207	11,413
Other	21,540	22,717	22,825
Total	322,195	255,119	206,700

Revenues by Game

[[Unit: Mil. KRW]]



Category	2005	2006	2007
Baccarat	164,364	142,022	160,035
Blackjack	50,690	49,858	42,007
Roulette	27,129	19,216	15,950
Slot Machines	12,904	7,793	7,089
Other	14,874	12,515	13,617
Total	269,961	231,404	238,698

FOOD & BEVERAGE BUSINESS

BUSINESS OVERVIEW

We are strengthening Paradise Co., Ltd.'s brand image through the operation of Samcheonggak, a cultural facility renowned for its long history and traditional Korean beauty. The launching of Omi (五味) in the Japanese market was possible due to our accumulated know-how from operating Samcheonggak and recipe-developing experience. We are acquiring an understanding of the Japanese restaurant market and benchmark successful items in order to expand our business both in the domestic and international restaurant markets. In addition, we will strive to generate synergy effects with existing operations and pursue business diversification through research into various domestic and international items another to pursue constant growth.

SAMCHEONGGAK

Located at the foot of Seoul's Mt. Bugak, Samcheonggak is a han-ok (traditional Korean house) culture facility which includes a Korean restaurant, a lounge, and an event hall. It is a historical place where South/North Korean joint declaration ceremonies took place in 1972, and has hosted many other national guest receptions and political conferences. In 2000, the City of Seoul took over Samcheonggak and used it to introduce visitors to Korea's traditional culture. Since August 2005, Paradise Co., Ltd. has taken charge of the operation of Samcheonggak.

Located in the main pavilion (called Il Hwa Dang) is "Ee Goong" restaurant, which serves traditional Korean food using 100% domestic beans, fresh spring water from the nearby Mt. Bugak, and authentic spices and ingredients. Every dish is prepared on the spot and according to the exacting standards of traditional Korea's palace kitchens. Even the tableware is a work of art, made by famed craftsmen for an elegant and genuine regal dining experience. At Dasoni lounge, visitors can enjoy traditional Korean beverages, wine and deli snacks while taking in the most breathtaking scenic splendor Seoul has to offer.

In addition, the annex buildings at Samcheonggak are also buildings in the same architectural style and offer corporate visitors and families a unique setting for small VIP gatherings, weddings, seminars, workshops and various other events. Traditional craftwork, tea ceremony, music, and other activities guarantee guests an interesting and unforgettable cultural experience.





Omi

Omi opened its doors in November 2006 in Tokyo's Roppongi District, specializing in stylishly presented Korean cuisine.

The name "Omi" means literally "five tastes" and comes from the "Eum-Yang Oh-Haeng" theory—the "Yin-Yang" and the "Five Elements" of Eastern philosophy. The idea behind this concept is that cooking food using ingredients of five different colors (blue, red, orange, white and black) and five tastes (hot, sweet, sour, salty and bitter) will guarantee a nutritionally balanced meal and a healthy life.

The exquisite and elegant menu of Omi is made from carefully selected fresh ingredients, and is highly beneficial for one's health and beauty. Omi also provides guests with a wide selection of beverages including traditional Korean liquor, original cocktails, and a world-class wine list.

