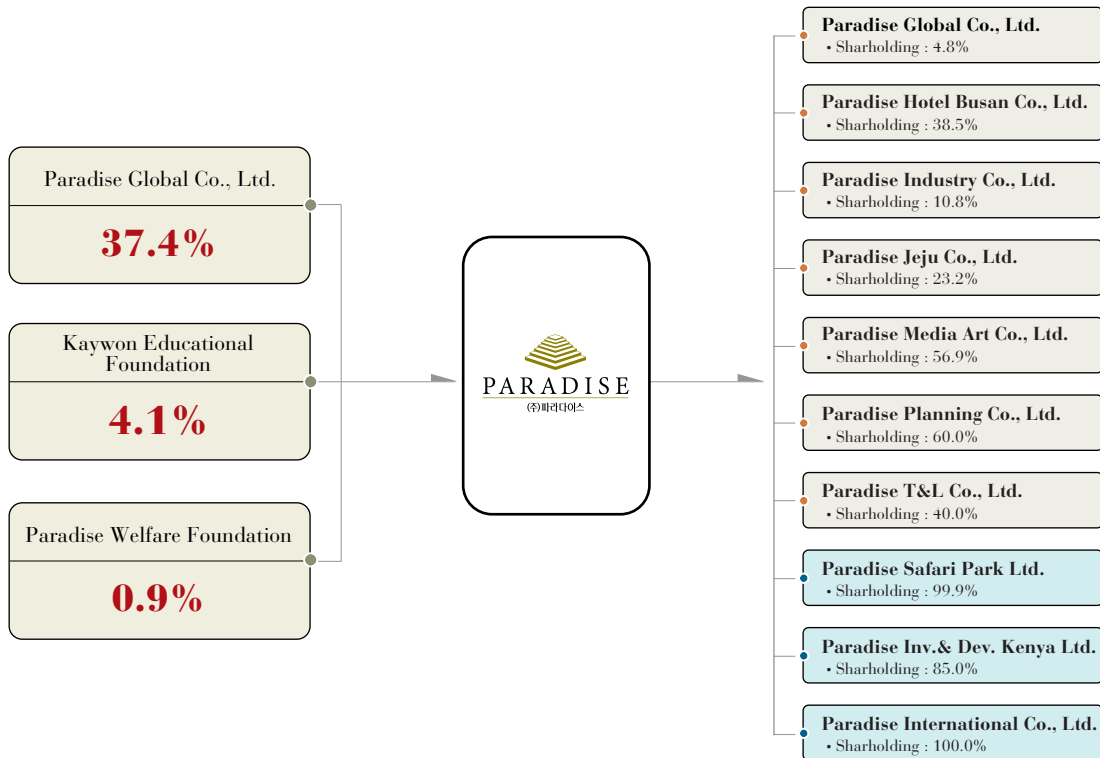
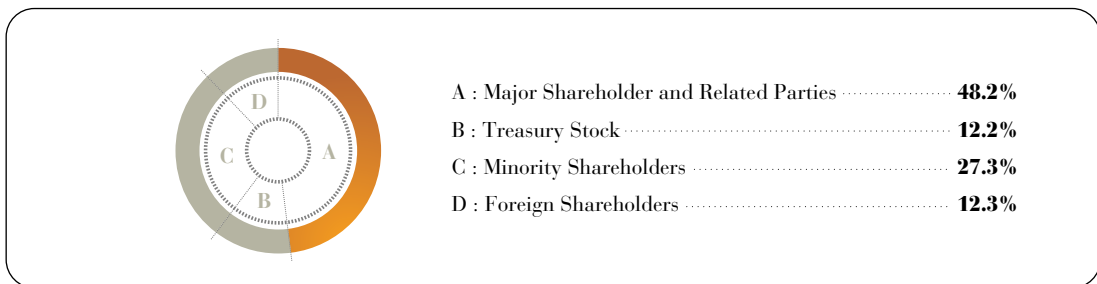




Ownership Structure



Shareholder Status





Company History

July 1972	Established as Paradise Investment & Development Co., Ltd.
Feb. 1982	Moved to new building (186-210 2-ga, Jangchung-dong, Jung-gu, Seoul)
May 1987	M&A with Continental Tourism Ltd. and Nammoon Duty Free Shop
July 1987	Opened Haeundae Branch of Nammoon Co., Ltd.
Mar. 1989	Split off of Duty Free Department of Nammoon Co., Ltd.
May 1995	Ground breaking ceremony of Hanwool Welfare Center
Sep. 1997	Won \$100 Tourism Promotion Award at 24th "World Tourism Day"
Oct. 1997	New CI-Paradise Co., Ltd.
Dec. 1998	Registered with Financial Services Commission
Mar. 2000	Received "Industrial Service Medal" at 34th Taxpayers' Day
Nov. 2002	Listed on KOSDAQ
Mar. 2004	Inauguration of Chairman Phillip Chun
July. 2005	Opened SamcheongGak Branch
Nov. 2005	Inauguration of President Phillip Chun
Feb. 2006	Established travel agency and opened Tokyo branch
June 2007	Added Paradise T&L Co., Ltd. as a subsidiary
Nov. 2008	M&A with Paradise Hotel Dogo Co., Ltd.

Head office	186-210 2-ga, Jangchung-dong, Jung-gu, Seoul 186-210 Tel 82-2-2277-0190 Fax 82-2-2271-2129 www.paradise.co.kr
Walker-Hill Casino	San 21 Kwangjang-dong, Kwangjin-gu, Seoul Tel 82-2-450-4805 Fax 82-2-455-2121 www.paradisecasino.co.kr
Spa Dogo	180-1, Gigok-ri, Dogo-myeon, Asan-si, Chungcheongnam-do Tel 82-41-537-7100 Fax 82-41-537-7110 www.paradisepa.co.kr
SamcheongGak	330-115, Seongbuk 2-dong, Seongbuk-gu, Seoul Tel 82-2-765-3700 Fax 82-2-3676-3464 www.3pp.co.kr



Subsidiaries

CASINOS



Paradise Global - Casino Div.

Located in Haemundae Busan, Paradise Casino Busan is the largest casino in Busan, attracting foreign guests and businessmen from all over the world, giving thrills and lucks since 1981.



Paradise Incheon - Casino Div.

Golden Gate Casino has 40 years of history being resided together with Paradise Hotel Incheon. On August 2005, Golden Gate Casino newly opened its door in Hyatt Regency Incheon.



Doosung

Paradise Lotte Casino is the biggest casino in Jeju. It is located in Jungmun, which is the Jeju's most famous site for tourism. Currently, Paradise Lotte Casino operates newest Las Vegas-type 60 slot machines, Private Game Room for VIP, multi screen for game relay, and large shifts for comforting our guests.



Paradise Jeju

Jeju is an international tourism city with beautiful natural resource. Paradise Grand Casino is located inside of Grand Hotel, operating European-style casino with games like blackjack, baccarat, roulette, 70 slot machines, etc.

HOTEL



Paradise Hotel Busan - Hotel Div.

Located in the midst of Haemundae beach, Paradise Hotel Busan operates 540 guest rooms. Recently, the hotel upgraded all guest rooms and facilities to guests' taste of modern trend, offering superior service unmatched by others.



Paradise Incheon - Hotel Div.

Paradise Hotel Incheon is located above the hill where the sea is visible. Since its opening in 1965, Paradise Hotel Incheon has led the tourism business of local area for over 40 years, solidifying its position as the best hotel in Incheon.

MANUFACTURING



Paradise Industry

Opened in 1973, Paradise Industry produced Korea's first fire sprinklers and is listed on KOSDAQ. At the moment, Paradise Industry produces fire extinguishing products for semiconductors, LCD panel and other precision-required industries, along with development of new product and design differentiation.

DUTY-FREE



P A R A D I S E

Paradise Global - DFS Div.

Paradise Duty-Free shops are located in Haemundae, Busan and at Daegu International Airport. They carry world-famous brands as well as domestic products for the duty-free shopping convenience of departing Koreans and foreign nationals.

LEISURE



Paradise T&L

Paradise Travel & Leisure (T&L) was established in December 2006 as the travel division of the Paradise Co., Ltd., and was launched as an independent company in July 2007. Current and planned business activities range from ticketing, inbound & outbound travel product development, and provision of products tailored to VIP customers.

CONSTRUCTION



PARADIA

Paradise Global - Construction Div.

Founded in 1991, Paradise Global Construction is engaged in building hotels, office buildings, schools, houses, apartments, and others. Achieving rapid growth based on outstanding technology and competitiveness, Paradise Global Construction is working actively to develop a bright new future in construction culture.

OVERSEAS



PARADISE HOTEL
SAFARI PARK KENYA

Paradise Safari Park Hotel

Paradise Safari Park Hotel in Nairobi, Kenya has been in operation since 1977. Buildings feature a distinctive blend of modern convenience and traditional African culture, set on a spread of 64 acres of beautifully landscaped parkland.



SAFARI PARK CASINO
NAIROBI

Paradise Inv. & Dev. Kenya

Paradise Inv. & Dev. Kenya, the first overseas casino owned by a Korean company, contributes to local economic development while elevating Paradise Group's stature as Korea's casino leader.



PARADISE
INTERNATIONAL

Paradise International

Paradise International is the Paradise Group's local marketing agency in Japan, home of our main customer group. The company conducts PR via various media and networks, and the casino cultivates prospective customers through online simulated games.

NON-PROFIT ORGANIZATION



Kaywon Educational Foundation

The Foundation was created on the founding principle that Korea's rich artistic and cultural heritage should be preserved and nurtured. Through the establishment of Kaywon High School of Art in 1980 and the Kaywon School of Art and Design in 1993, the Foundation has contributed to the development of creative human talent.



PARADISE
WELFARE FOUNDATION

Paradise Welfare Foundation

The Paradise Welfare Foundation supports organizations and institutions for the physically or mentally challenged through R&D in and distribution of educational hardware and software programs and materials for youngsters with disabilities.



PARADISE
CULTURE FOUNDATION

Paradise Culture Foundation

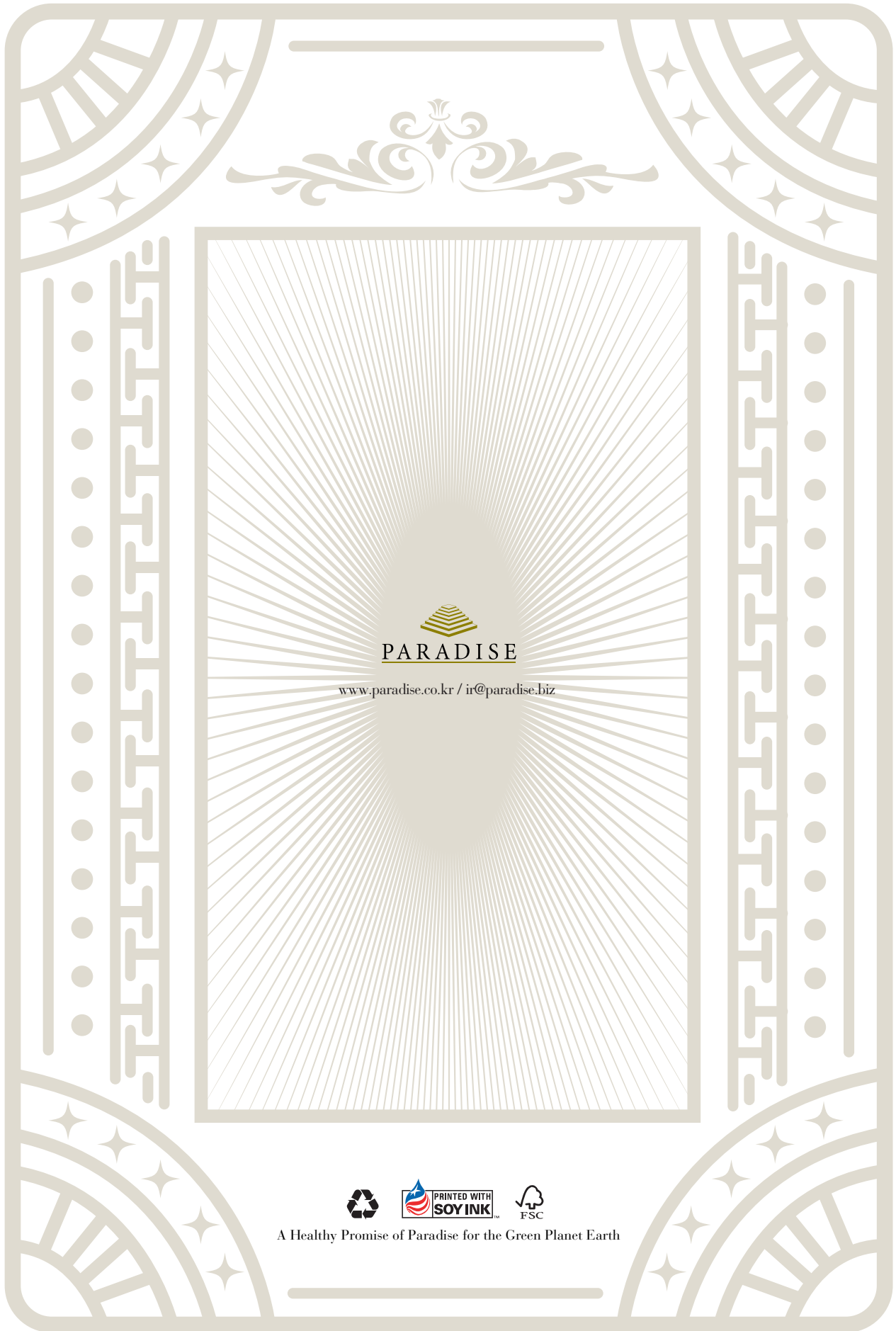
Since its establishment in 1989, the Paradise Culture Foundation has operated programs to promote exchanges among international writers, discover and foster tomorrow's great artists, sponsor arts & sciences event, performances, and many other cultural promotion activities.



PARADISE
THE MUSEUM OF MODERN LITERATURE

Museum of Korean Modern Literature

The Museum of Korean Modern Literature opened its doors in 1997 with the aim of preserving and promoting Korea's great literary works of the past 100 years, while also arranging exhibits of first editions, rare manuscripts, writing samples of famed literary figures, photographs, literary journals, and collections of research



PARADISE

www.paradise.co.kr / ir@paradise.biz



A Healthy Promise of Paradise for the Green Planet Earth