



Treyo Leisure and Entertainment Ltd  
Level 2, 371 Spencer Street  
Melbourne Victoria 3000  
Australia

## **ASX ANNOUNCEMENT**

### **GRANTING OF “REPUTED TRADEMARK” STATUS BY CHINESE GOVERNMENT TO TREYO LEISURE AND ENTERTAINMENT LIMITED**

For the information of Shareholders and the general market, the Board of Treyo Leisure and Entertainment Ltd are pleased to advise that the Government of China, through the Chinese Administration of Industry and Commerce, has granted “Reputed Trademark” status to the Treyo brand.

Treyo Leisure and Entertainment Limited joins a small group of only 217 companies based in, and trading with China, that have received this recognition. Other major companies with “Reputable Trademark” status in China include McDonald’s and Coca Cola.

This recognition and endorsement by the Chinese Government provides national trademark and design protection of all Treyo products, technology and design.

Treyo has been taking active and vigorous legal action against manufacturers and retail outlets that have been copying and trading off the highly regarded and successful Treyo brand. The Company’s “Reputed Trademark” status awarded by the Government is recognition of the high regard in which the Company and its Treyo branded products are held, and gives effect to the Government’s desire to assist Chinese courts in taking firm action against fraudulent operators that take advantage of recognised brands.

The Chinese economy continues to be strong and out-perform most other world economies. The Chinese domestic market, which is Treyo’s primary market, continues to be resilient and outgrows most countries.

As the world’s largest manufacturer of automatic mahjong tables, Treyo’s continued focus for its products, in the short to medium term, is on the premium sector of the domestic Chinese automatic mahjong table market.

With the “Reputed Trademark” status, the recent release of a new product range and technology platform, and a continuing focus on reducing costs, the Treyo Board is confident of improving sales revenue and increased profitability in the future.

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## **About Treyo Leisure and Entertainment Limited**

Treyo Leisure and Entertainment Ltd was listed on the Australian Securities Exchange (ASX) on 2 January 2009 (ASX: TYO). Prior to Treyo's listing, the Company operated as Matsuoka Mechatronics (China) Co. Founded in March 2003, Matsuoka, now a wholly owned subsidiary of Treyo, is a wholly foreign-owned limited liability company incorporated in the People's Republic of China.

From its modern purpose built production facility ideally located in the Xiaoshan Technology and Business Zone near Hangzhou China, the Company designs, manufactures and markets automatic mahjong tables under the trade mark "Treyo".

Treyo, through its subsidiary Matsuoka, is an industry leader. The Company has grown rapidly to become the largest automatic mahjong table manufacturer in the world.

Treyo holds over 65% of the premium sector of the massive Chinese market for automatic mahjong tables. The Company's success is a result of its innovation, technical excellence, environmental standards, its investment in advanced production lines, manufacturing processes, and its commitment to quality, outstanding customer service and brand development.

### **For further information please contact:**

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