

St James Capital Holdings, Inc. – Investment in Ambassador Gold Holdings plc

Company invests in and is retained by Ambassador Gold Holdings plc

New York, December 15, 2005, St James Capital Holdings, Inc. (OTC Pink Sheets: SJCH) announced that it has subscribed for an initial amount of shares in Ambassador Gold Holdings, a United Kingdom Holding Company which controls a significant number of shares of USA based, Ambassador Gold, Inc. Common Stock.

St James invested an amount of £50,000 (US\$88,000) in cash for 50,000 Ordinary Shares of £1 (US\$1.66) each in Ambassador Gold Holdings plc. Ambassador Gold Holdings Limited and Ambassador Gold, Inc. have retained St James as its paid Corporate and Structured Finance Advisor as Ambassador Gold Holdings plc intends to seek an immediate admission to the Junior Stock Exchange in London, the OTC Pink Sheets Market in the USA and to implement an ADR Programme in the USA as a "Foreign Issuer". This investment by St James is as one of the founding shareholders of Ambassador Gold Holdings plc. Ambassador Gold Holdings plc is now effecting a "Forward Split" of its Ordinary Shares to a 100 for one basis, giving St James 5,000,000 Ordinary Shares of 1p each in Ambassador Gold Holdings plc.

Stephen Lumb, the President of the Company said that St James was delighted with St James's involvement with Ambassador Gold Holdings plc, which through its Gold Mining Exploration assets provided St James with an even greater exposure to the Gold Market. St James has made another four investments in the Gold Mining Exploration Sector, the details of which will be published today.

St James Capital Holdings, Inc. ("St James") owns the UK based St James Resource Management Limited Group of Companies which operate primarily in the Structured and Corporate Finance arenas advising clients on capital raising, restructuring and admission to equity markets in the United Kingdom and in the United States. St James invests on a short term basis in these companies as well as providing short term capital prior to their flotation on the UK and USA equity markets. St James places lines of stock in these client companies for cash, post their admission to the UK and the USA equity markets and provides PIPE Financing. St James also holds a portfolio of development Real Estate in the United States as well as a very significant portfolio of quoted equities which are accounted for as Trading Stock.

St James has a net asset value of in excess of US\$600 million and posted earnings in excess of US\$4 million in the last financial year. St James now has in excess of 100 clients which are in the process of seeking admission to the UK and the USA equity markets at this time; as well as a large number of existing clients whose stocks and financial instruments are quoted on the OTC BB Market and on the OTC Pink Sheets Market.

St James Capital Holdings, Inc. creates American Depositary Receipt ("ADR") programmes for each of its clients which allows for arbitrage opportunities and creates a smaller "float" for each of these companies. St James provides clients with introductions to highly skilled and aggressive Investor Relations companies to create significant stock awareness and stock liquidity. St James arranges PIPE Financings for its clients through its own resources and through third parties.

St James is now planning a move into the Banking and Trust Company Sectors to provide additional services to its clients to exploit numerous synergies with companies in which it holds an interest and with certain strategic partners.

Statements contained in this press release, which are not historical facts, are forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based largely on the Company's expectations and are subject to a number of risks and uncertainties beyond the Company's control, including but not limited to economic, competitive and other factors affecting the Company's operations, management team effectiveness, expansion strategies, available financing, market prices and recovery costs, government regulations involving the Company, facts and events not known at the time of this release, and other factors discussed in the Company's filings with the Securities and Exchange Commission.

These statements are not guarantees of future performance and readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. The Company undertakes no obligation to update publicly any forward-looking statements.

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