



## **Sparkle Roll Group Limited (SEHK: 970)**

### **Announces Being Appointed as an Exclusive Distributor of Another Super Deluxe Branded Watch, DeWitt in Mainland China**

#### **Creating High-end Luxurious Lifestyle**

(Hong Kong , 10 May 2009) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 970) is principally engaged in distributorships of high-end luxury goods in PRC, announced being appointed by Montres DeWitt S.A. (“DeWitt”), a Swiss Geneva super deluxe watch manufacturer to be the exclusive distributor of DeWitt in Mainland China. The term of agreement is for a period of 5 years and is renewable for another period of 3 years subject to mutual agreement of both parties.

Mr. Ivan Tong, Chairman of Sparkle Roll said, “The Group is delighted to be awarded the sole distributorship of DeWitt in the PRC market. Significant advertising and promotional costs will be incurred in marketing and promoting the brand and the Group has already identified a prime location in Beijing for the flagship store of DeWitt. DeWitt bears the mission of researching and creating valuable accurate timepiece, to evolve as the high-end and refine brand watch as it becomes today after many centuries. DeWitt makes its debut launch in PRC market, and will surely upsurge the popularity among top-tier consumers to pursue high-end luxury goods purchasing in PRC. DeWitt will not only become the Group's another representative distributor item, but will also excel the Group's pursue of strategizing objectives to establish high-end luxury goods distributorships empire in PRC.”

Founded by the descendant of Napoleon family, DeWitt watches surpass traditions, combining the art of conventional watch-making techniques with innovative computer technologies and successfully created two international award-winning patented tourbillion inventions, namely the Academia Tourbillion Force Constante and Academia Tourbillion Différentiel within just 5 years and becomes one of the best super deluxe mechanical watches. As an advanced high-end deluxe watch brand, DeWitt is being internationally recognized for its intricate pulsating heart, distinct features, pristine features, extraordinary materials, color selection and technical craftsmanship. Price range of DeWitt watches is from approximately RMB200,000 to RMB5,000,000. Currently, there are 79 DeWitt retailers worldwide, including 25 retailers in the Asian region.

#### **About Sparkle Roll Group Limited (SEHK : 970)**

Sparkle Roll Group Limited (SEHK: 970) is principally engaged in the dealerships of high-end luxury goods, including top-tier automobiles, such as Bentley, Lamborghini and Rolls-Royce in Beijing; exclusive dealership of branded watch “Richard Mille” in PRC, as well as engaging in animated comic publishing and multi-media development business in Hong Kong and PRC.

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Issued by PR ASIA Consultants Limited on behalf of Sparkle Roll Group Limited.

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