

To: Business Editor [For immediate release]



Sparkle Roll Proposes the Disposal of Animations and Multi-Media Business at HK\$67,000,000

Focus on the Pursuance of Luxury Goods Distributorships Business

(Hong Kong, 12 March 2010) - Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 970), is principally engaged in distributorships of top-tier luxury goods in the PRC, announced to have entered into the conditional Sales & Purchase Agreement (“S&P Agreement”) with Jade Sparkle Holdings Limited for the disposal of Jade Dynasty Multi-Media Limited and its subsidiaries (“JDMM Group”) at the aggregate consideration of HK\$67,000,000, comprising HK\$27,000,000 of the sale shares and HK\$40,000,000 of the sale loan.

The JDMM Group is principally engaged in animation and multi-media development in Hong Kong and the PRC. Upon the completion of the disposal, the Group will cease to have any interest in the JDMM Group.

Mr. Ivan Tong, Chairman of Sparkle Roll, said “Having considered the unsatisfactory performance in the animations and multi-media business segment and JDMM is expected to require further substantial amount of funding in future. Additionally, the disposal would allow the Group to focus its resources and apply the proceeds from the disposal to be received by installments on its principal business of trading of luxury goods in the PRC, hence, the Group decided to dispose of it,”

Mr. Tong added, “PRC is now the world’s third largest consumer region of luxury goods, accounting for 12% of sales worldwide. Looking ahead, the Group will seize the opportunity to develop the luxury brand distributorship business in full force and is aspired to become the leading player of this industry. The Board at the same time is seriously considering re-evaluation of its upcoming strategy for the comics business.”

About Sparkle Roll Group Limited (SEHK: 970)

Sparkle Roll Group Limited is principally engaged in the distributorships of top-tier luxury goods in the PRC, including distributorships of ultra luxury automobiles such as Bentley, Lamborghini and Rolls-Royce in Beijing; exclusive distributorships of super deluxe branded watches Richard Mille, DeWitt, Parmigiani in the PRC; exclusive global distributorship of deLaCour’s BiTourbillon; cohesive partnership and exclusive distributorship with top-tier branded jewelry Boucheron and Federico Buccellati in the PRC respectively; cohesive partnership with renowned French fine wines company - Groupe Duclot in the PRC; as well as comics publishing business in Hong Kong and the PRC.

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

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