



Grand Opening of the World's Largest Flagship Shop of Super Deluxe DeWitt Watch in Beijing

(Hong Kong, 4 July 2010) DeWitt, the Swiss Geneva super deluxe watch has opened its first China flagship shop in Beijing on 30 June 2010. Sparkle Roll Group Limited (SEHK: 970) is the exclusive distributor of DeWitt in Mainland China. On the day of the opening, Mr. Ivan Tong, Chairman of Sparkle Roll, Mr. Patrick Zhao, Chief Operating Officer of Sparkle Roll, founder of DeWitt, Mr. de Witt and management of DeWitt participated at the grand opening ceremony.

DeWitt's flagship shop located in the prestigious Legendale Hotel on Jinbao Street in Beijing. It is the world's largest flagship shop of the brand with gross area of 190 square meters. The façade of the flagship shop is themed and decorated in 17th century European palace style, while interior is designed as a watch hall of fame, with displays of historical watch-making machines, unique series of DeWitt watches and Napoleon paintings, demonstrating a fantastic contrast that creates the perfect ambiance and combination of authenticity and forward-thinking movement. It also demonstrates the success of the brand in the China's market.

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.

Photo 1 :



Participants at the opening ceremony include: (Left) Business Director of DeWitt, Mr. Thibaud Jaouen, Chief Executive Officer of DeWitt, Ms. Natalie Veysset, Founder of DeWitt, Mr. de Witt, Super VIP of DeWitt, Mr. Ivan Tong, Chairman of Sparkle Roll and Mr. Patrick Zhao, Chief Operating Officer of Sparkle Roll.

Photo 2 :



DeWitt flagship shop is located at the prime location of Beijing, designed in elegant European style and it is the world's largest flagship shop as yet.

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 Duclot Export in the PRC; as well as its comics publishing business in Hong Kong and the PRC.