



**SPARKLE ROLL BEING APPOINTED AS APPROVED DISTRIBUTOR BY
NO. 1 EXPORTER OF BORDEAUX WINES -
MAISON JOANNE BORDEAUX**

ONE BRAND CLOSER TO COMPLETING THE PORTFOLIO OF FINEST RED WINE

(Hong Kong, 21 November 2010) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Company”)(SEHK: 970), is principally engaged in distributorships of top-tier luxury goods in the PRC, announced that its wholly-owned subsidiary, Sparkle Roll Fine Wine Limited has entered into a distributorship with another Bordeaux fine wine merchant, Maison Joanne Bordeaux (“Maison Joanne”) to be the approved distributor for its wines in the PRC . The new dealership has commenced with effective from November 2010.

Mr. Ivan Tong, Chairman of Sparkle Roll said, “Maison Joanne is a leading force in the great wines of Bordeaux which is of the largest stockholders of classed growth Bordeaux and second wines. About 85% of Maison Joanne’s revenue comes from export of Bordeaux wines. We are thrilled to partner with such a prestigious wine exporter of Bordeaux fine wines to the PRC wine consumers. Since the partnership with Duclot Export in early this year, around HK\$40 million worth of fine wine were sold under Sparkle Roll up until now, and we continue to see the opportunity for fine wine distributorship business in the PRC. According to a Vinexpo study, consumption of imported wines in the Mainland is forecast to grow by more than 60 percent between 2009 and 2013, relative to the preceding five years. Given surging domestic wine market, we are now one step closer to completing our portfolio of fine wines as part of our top-tier luxury group.”

Mr. Tong added, “Sparkle Roll Fine Wine Limited carries the mission to source and import quality wine worldwide. With over 3 centuries of grand cru expertise, Maison Joanne is always the guarantee of excellence. Through our Group’s wine distributorship channel, these wonderful wines are now available, in addition to the existing distributor channels, to the PRC wine consumers looking for enjoyable and outstanding wines.”

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.

About Maison Joanne

The Joanne Family was founded by Paul Joanne in 1862 and is operated by the family's fifth generation. It is one of the most significant operators in the "En Primeur" (wine futures) market in the world and was ranked as the no.1 exporter of Bordeaux wines in 2008. It has extensive warehousing facilities covering 14,500 square meter with storage capacity of 6 million bottles.

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

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