



Sparkle Roll Group's Beijing Rolls-Royce Dealer

Ranks Number One in the 2010 Rolls-Royce Motor Cars Sales in the World

(Hong Kong, 19 January 2011) – 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 today that Sparkle Roll’s Beijing Rolls-Royce dealer was ranked number one dealer in the world in terms of retail sales by Rolls-Royce Motor Cars Limited. Sparkle Roll’s Beijing dealer with 223 Rolls-Royce vehicles delivered to customers among 2711 cars retailed in the calendar year 2010, has outraced other dealers in the Rolls-Royce retail sales in the world for the very first year. The relevant award ceremony will be held in March 2011 during the RR World Dealer Conference in London.

Mr. Ivan Tong, Chairman of Sparkle Roll said, “Our commitment to China is amongst the strategic decisions of Sparkle Roll. Since we acquired Rolls-Royce Beijing Dealership in 2008, our leading sales position of Rolls-Royce in China has jumped from the global’s third-rank dealer in 2008 to the world’s number one ranking this year. I am truly impressed with the Beijing team, led by our single largest shareholder Mr. Qi, of their willingness to perform and adaptability to challenges that everyone at Sparkle Roll’s Beijing team has demonstrated. Since the Asia-Pacific remains the best regional market as Rolls-Royce reported strong sales gains in China, Japan and South Korea and we are determined to continue fortifying our foothold in the luxury goods dealership arena.”

According to the Rolls-Royce Motor Cars Press Conference in Beijing in April 2010, the Rolls-Royce name has been symbolic of the very best, the embodiment of perfection – in craftsmanship, style and refinement for 106 years. It is the responsibility of each and every dealer of Rolls-Royce to ensure the continuation of this tradition by maintaining Rolls-Royce’s pinnacle market positioning within the super-luxury segment in China. Sparkle Roll continues to see good potential for dealership expansion in China and the rest of Asia Pacific. China is believed to once again be a major engine of growth for Rolls-Royce.

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 merchant Duclot Export in the PRC and distributorships of Bordeaux fine wines from another renowned French fine wines merchant Maison Joanne in the PRC.

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

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