

For Immediate Release



## **Sparkle Roll Announced the Appointment as Exclusive Distributor in the PRC by Royal Asscher Diamond Company**

(Hong Kong, 13 March 2011) – 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 (Hong Kong) Limited has already signed another distributorship agreement with Royal Asscher Diamond Company (“Royal Asscher”) to be the exclusive distributor of the Royal Asscher jewelry in the PRC. The term of this distributorship is for a period of 5 years, commencing on 1 April 2011, and is to be renewed for an extension of 3 years thereafter.

Mr. Ivan Tong, Chairman of Sparkle Roll, said, “Sparkle Roll is extremely excited about the opportunity to work with Royal Asscher. Royal Asscher is one of the most renowned and prestigious brands in the diamond industry, famous for its patented Royal Asscher Cut, and has, the second time been awarded the privilege of a “Royal” title for another 25 years in 2011. We are over joy that Sparkle Roll’s top-tier branded jewelry portfolio has found its missing link in Royal Asscher jewelry, enriching the Group’s jewelry line.”

Mr. Tong added, “Royal Asscher has a legendary European heritage and an exclusive clientele of international royalty and celebrities. Sparkle Roll’s expertise in top-tier luxury products and over all insight of the industry will be a great asset to the brand in continuing the Royal Asscher legacy and facilitate the growth and expansion of sales of the Royal Asscher Cut Diamonds, the Royal Asscher jewelry lines and notably the Stars of Africa Collection by Royal Asscher in the PRC.”

Mr. Edward Asscher, President of Royal Asscher said, “Our cooperation with Sparkle Roll opens the door for our brand to make debut in the PRC market. We have established a firm foothold in the Japan market for 45 years where we supply for 125 jewelers. Next to the US and Europe market, the PRC is the fourth great market for our 157 years old family company.”

### **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 renowned French fine wines merchants Maison Joanne and Ulysse Cazabonne in the PRC.

### **About Royal Asscher**

Originated from The Netherlands, Royal Asscher was founded in 1854 as the IJ Asscher Diamond Company, and became Royal Asscher in 1980 after being awarded the rare privilege of a “Royal” title by Queen Juliana of the Netherlands. The Asscher family dynasty has had an indelible influence on the diamond industry. The Royal Asscher is famous for the polishing of the legendary Cullinan diamond, the largest diamond ever found. These diamonds form part of the British Crown Jewels and are on display in the Tower in London. Royal Asscher has launched a new engagement ring collection this year and also offers an amazing Royal Asscher Cut sapphire collection. Next to these collections, Royal Asscher has introduced one of the most innovative and amazing collections last year: the Stars of Africa Collection, a jewelry line showcasing floating diamonds. Website: [www.royalasscher.com](http://www.royalasscher.com)

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

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