



## **Sparkle Roll Announced Rising to the Tenth-Highest-Sales Bentley Dealer Globally Become The Best Regional Dealer in the PRC Region**

(Hong Kong , 19 March 2009) —**Sparkle Roll Group Limited** ("Sparkle Roll")(HKSE code: 970) announced that the sales of its Bentley car Beijing distributor in 2008 had made to the tenth among around 150 Bentley dealers worldwide and surpassed Hong Kong for the first time, upon notice in the 2009 Dealer Business Conference - China Region. Thanks to the outstanding performance in the three aspects including sales ability, after-sales services and operation management, Sparkle Roll's Bentley car Beijing distributor had also been named the best regional dealer in the PRC region in 2008.

With 407 Bentley cars retailed in 2008, the China region not only achieved an increase of 58% in sales when compared with 2007, but also replaced Japan and ranked the fourth in global sales of Bentley cars in 2008. A total of 115 Bentley cars were sold in Beijing through Sparkle Roll in 2008, representing an increase of approximately 74% when compared to the 66 cars sold in 2007 and accounting for approximately 28.3% of the sales in the China region in 2008.

**Mr. Ivan Tong, Chairman of Sparkle Roll** said, "We are pleased that our Bentley sales performance has made to the tenth among Bentley distributors worldwide. Under the condition of the worsening global economic crisis, such remarkable achievement was attributable to the sales ability of the Bentley dealership business steered by our single largest shareholder of the Group Mr. Qi Jianhong and the endeavor of the whole team. Fortunately, the purchasing power and appetites for luxury goods of the emerging riches in the PRC are not seriously affected by the external economic recession. For the first two months of year 2009, we have already delivered 20 Bentley cars. It constitutes an approximately 43% increase when compared to the 14 cars delivered in the corresponding period of year 2008 so we remain optimistic towards the luxury goods market in the PRC."

Besides, as stated in the Formal Sales and Purchase Agreement dated January 2008 regarding the acquisition of dealerships of Rolls-Royce, Bentley and Lamborghini in Beijing in the PRC, Sparkle Roll is entitled to receive profit guarantees of not less than HK\$55 million and HK\$65 million respectively for the two years ended 31 December 2008 and 2009, which gained Sparkle Roll the upper hand amid the financial woes.

**Mr. Tong** concluded, "China is now the third largest luxury goods market in the world. According to data from the World Luxury Association, spending on luxury items in China reached US\$8 billion in 2007. Besides, Ministry of Commerce of the PRC Government once anticipated that China possesses the potential to excel Japan and the U.S. and become the largest luxury goods market globally in 2014. Our Group is financially healthy and has adequate cash to develop the existing luxury goods distributorship business at present. We will also proactively seize every opportunity to secure the distributorships of other luxury brands to enlarge our brand and product portfolio in order to gain a firm foothold in the financial tsunami and strive for the maximum return for our shareholders."

**About Sparkle Roll Group Limited (HKSE Code: 970)**

Sparkle Roll Group Limited is principally engaged in (i) the dealerships and retail business of luxury goods in the PRC including dealerships of luxury cars-Bentley, Lamborghini and Rolls-Royce in Beijing and the exclusive dealership of "RICHARD MILLE" branded watches in the PRC and (ii) animations and comics businesses and multimedia development.

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