

Immediate Release

30 January 2013



Sparkle Roll Announces Granting of Exclusive Trademark License by Royal Asscher in the PRC

(Hong Kong, 30 January 2013) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Company”)(SEHK: 970), a leading distributor of top-tier luxury goods in the PRC, is pleased to announce that its wholly owned subsidiary, Sing Chance Group Limited, is granted an exclusive trademark license by Royal Asscher in the PRC and Macau by Royal Asscher Diamond Company (“Royal Asscher”), and Sparkle Roll has officially become the exclusive trademark licensee and distributor for Royal Asscher jewelries in the PRC, effective 1 February 2013.

According to the cooperative agreement, the term of this exclusive trademark license is for a period of 10 years, and with an option to be renewed for an extension of 10 years thereafter.

Mr. Ivan Tong, Chairman of Sparkle Roll said, “Sparkle Roll is extremely excited about this further exclusive strategic partnership formed with Royal Asscher which is one of the most renowned and prestigious brands in the diamond industry, famous for its patented Royal Asscher Cut, and has been awarded the privilege of a “Royal” title since 1980 and again granted for another 25 years in 2011. We have started the exclusive distributorship since March 2011 and we are confident that Royal Asscher will be one of the most successful jewelry brands in the PRC.”

Mr. Tong added, “Royal Asscher has a legendary European heritage and an exclusive clientele of international royalty and celebrities. Sparkle Roll’s expertise in marketing and distribution of top-tier luxury products and in-depth insight to the industry will definitely bring valuable synergy to the brand in continuing the Royal Asscher legacy and facilitating the growth and expansion of sales of the Royal Asscher Cut Diamonds, other Royal Asscher jewelry lines and notably the Stars of Africa Collection in the PRC. With the establishment of mutual beneficial relations, we look forward to a further extension of successful collaboration with Royal Asscher in the years to come.”

Mr. Edward Asscher, President of Royal Asscher said, “Our cooperation with Sparkle Roll becomes closer and closer because we trust Sparkle Roll can be a successful brand manager for us in the PRC. We have established a firm foothold in the Japan market for 45 years where we supply 125 jewelers. Next to the US and European markets, the PRC is the fourth greatest market for our 159 years old Asscher family company. We believe that Sparkle Roll's market leadership and extensive distribution network will help expand our

reach across the broad spectrum of target audience in the PRC and thus reinforce our presence in the market”

About Sparkle Roll Group Limited (Stock Code: 0970.HK)

Sparkle Roll Group Limited is principally engaged in the distribution and dealerships of top-tier luxury goods in the PRC, including dealerships of ultra-luxury automobiles such as Bentley in Beijing and Tianjin, Lamborghini in Beijing and Rolls-Royce in Beijing and Tianjin; exclusive distributorships of super deluxe branded watches Richard Mille, DeWitt, Parmigiani in the PRC; exclusive global distributorship of deLaCour’s BiTourbillon; cohesive partnership with top-tier branded jewellery Boucheron, and exclusive distributorships of Royal Asscher in the PRC respectively; cohesive partnership with renowned French fine wines merchant Duclot Export in the PRC and dealerships of Bordeaux fine wines from renowned French fine wines merchants Maison Joanne, Ulysse Cazabonne and Compagnie Medocaine Des Grands Crus in the PRC. As for other businesses, in October 2011, the Group entered into a cooperation agreement with Buben & Zorweg Group, a top-notch manufacturer in OBJECTS OF TIME based in Austria.

About Royal Asscher

Royal Asscher was founded in 1854 in Amsterdam, the Netherlands as the I.J. 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 of London. Royal Asscher has launched the now famous Royal Asscher Cut collection in 2001 and now introduced 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.

Official website: www.royalasscher.com

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