



## **Sparkle Roll Announced Rising to the Third-Highest-Sales Rolls-Royce Dealer Globally Rolls-Royce Dealership Performance 2008 Equals London Counterparts**

(Hong Kong, 16 January 2009)—**Sparkle Roll Group Limited** (“Sparkle Roll”)(HKSE code: 970) announced today that Sparkle Roll was congratulated by the Rolls-Royce Motor Cars, U.K., on the sales performance in 2008 of the Beijing Rolls-Royce dealership operator, which leveled that of the London counterparts. Beijing operator thus rose to the third-highest-sales dealer among approximately 84 Rolls-Royce dealers in total around the globe.

According to Rolls-Royce Motor Cars, U.K., global sales of Rolls-Royce in 2008 increased by 20% when compared to 2007, with 1,212 cars retailed. This is the fifth successive annual sales increase since 2003. **Director of Sales and Marketing of Rolls-Royce Motor Cars Limited Graeme Grieve** pointed out the dealership business managed by Mr. Qi Jianhong, the single largest shareholder of Sparkle Roll, had made significant contribution to the overall sales of Rolls-Royce globally.

**Mr. Ivan Tong, Chairman of Sparkle Roll** said, “We are pleased that our Rolls-Royce sales performance has made to the third among Rolls-Royce dealers worldwide. This further proved our sales ability steered by Mr. Qi Jianhong and assured our development direction. Notwithstanding the US-led financial turmoil and credit crisis, we remain optimistic towards the luxury goods market in the PRC as the appetites for luxury goods of the emerging riches are not seriously affected by financial crisis. Our Group is financially healthy, we will stay focused on expanding the existing luxury distributorship business and seize any opportunities to secure distributorship of other luxury brands to enlarge our brand and product portfolio.”

A total of 52 Rolls-Royce cars were sold in Beijing in 2008 through Sparkle Roll, representing an increase of approximately 60% in sales when compared with the 33 Rolls-Royce cars vended in 2007. 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.

### **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.

~End~