



Sparkle Roll Announced Appointment of Mr. Zhao Xiao Dong as Non-Executive Director and Deputy Chairman

(Hong Kong, 16 October 2008)—**Sparkle Roll Group Limited** (“Sparkle Roll”/ “the Company”)(HKSE code: 970) announced the appointment of Mr. Zhao Xiao Dong (“Mr. Zhao”) as non-executive director and deputy chairman of the company with effect from 16 October 2008.

Mr. Zhao, aged 40, graduated in the Information Technology Department of Beijing University of Chemical Technology in 1990 with a Bachelor Degree in Engineering. He has over 12 years of experience in the areas of wholesale and retail management of luxury goods in Beijing. He is now a consultant of Sparkle Roll Watch & Jewelry Limited, a wholly owned subsidiary of the Company, providing advice on the management of the dealership of “RICHARD MILLE” watches in mainland China. Leverage his rich experience in sales and management, Mr. Zhao would make significant contribution to the Company’s dealership business of “RICHARD MILLE” watches in mainland China.

In charge of the Group’s animations and comics businesses, Mr. Wan Siu Lun has resigned as an executive director and deputy chairman of the Company from 16 October 2008.

Mr. Ivan Tong, Chairman of the Company said, “We would like to express our heartfelt appreciation to Mr. Wan for his contributions all these years. The addition of Mr. Zhao strengthens the strategy-devising ability in the sales aspect of the Board of Directors and will lead the development of the Group’s luxury goods business to gain headways.”

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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