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Sparkle Roll Group Limited

耀 萊 集 團 有 限 公 司 *

(Formerly Jade Dynasty Group Limited
玉皇朝集團有限公司*)

(*Incorporated in Bermuda with limited liability*)

(Stock Code: 970)

CHANGE OF COMPANY NAME AND CHANGE OF STOCK SHORT NAME

The Board is pleased to announce that the change of name of the Company to "Sparkle Roll Group Limited" and adoption of the Chinese name "耀萊集團有限公司" for identification purpose became effective on 27 August 2008.

The Shares will be traded on the Stock Exchange under the new English stock short name "SPARKLE ROLL" and Chinese stock short name "耀萊集團" with effect from 24 September 2008.

CHANGE OF COMPANY NAME

Reference is made to the announcement of the Company dated 24 July 2008 and the circular of the Company dated 31 July 2008 (the "Circular") regarding, among other things, the proposed change of company name and the announcement dated 26 August 2008 in relation to the results of the SGM. Unless otherwise defined, capitalized terms used herein shall have the same meanings as defined in the Circular.

The Board is pleased to announce that subsequent to the passing of a special resolution by the Shareholders at the SGM of the Company held on 26 August 2008, the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in Bermuda on 29 August 2008, certifying that the Company has changed its name and was registered as "Sparkle Roll Group Limited" on 27 August 2008. Accordingly, the change of the name of the Company to "Sparkle Roll Group Limited" and the adoption of the Chinese name "耀萊集團有限公司" for identification purpose became effective on 27 August 2008. The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 16 September 2008.

CHANGE OF STOCK SHORT NAME

The Shares are currently traded under the English stock short name of "JADE DYNASTY" and Chinese stock short name of "玉皇朝集團" and will be traded on the Stock Exchange under the new English stock short name "SPARKLE ROLL" and Chinese stock short name "耀萊集團" with effect from 24 September 2008.

EFFECT ON CHANGE OF NAME

The change of name of the Company will not affect any the rights of the Shareholders. New share certificates of the Company will be issued in the new name of the Company. However, all existing share certificates in issue bearing the previous name of the Company will continue to be effective as documents of title to and be valid for trading, settlement and registration purposes. The Shareholders may, if they so desire, exchange the existing Share certificates for new Share certificates bearing the new name of the Company at the Company's branch share registrar in Hong Kong, Tricor Securities Limited at 26/F., Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong, free of charge for one month from the date of this announcement.

By Order of the Board
Sparkle Roll Group Limited
Tong Kai Lap
Chairman

Hong Kong, 19 September 2008

As at the date of this announcement, the Company has four executive Directors and three independent non-executive Directors. The executive Directors are Mr. Tong Kai Lap, Mr. Zheng Hao Jiang, Mr. Wan Siu Lun and Mr. Wong Chun Keung. The independent non-executive Directors are Mr. Choy Sze Chung, Jojo, Mr. Lam Kwok Cheong and Mr. Lee Kang Bor, Thomas.

**For identification purpose only*