Sparkle Roll Group Limited

耀萊集團有限公司*

(*Incorporated in Bermuda with limited liability*)

(**Stock Code: 970**)

RESIGNATION OF AN EXECUTIVE DIRECTOR AND APPOINTMENT OF A NON-EXECUTIVE DIRECTOR

The Board announces that Mr. Wan Siu Lun has resigned as an executive director of the Company with effect from 16 October 2008. In addition, Mr. Zhao Xiao Dong has been appointed as a non-executive director of the Company with effect from 16 October 2008.

Resignation of Mr. Wan Siu Lun as executive director

The board of directors (the "Board") of Sparkle Roll Group Limited (the "Company" and together with its subsidiaries, the "Group") announces that Mr. Wan Siu Lun ("Mr. Wan") has resigned as an executive director and deputy chairman of the Company with effect from 16 October 2008 as he needed to devote more time and attention to the operation of the comics and animations segments of the Group.

Notwithstanding his resignation as an executive director of the Company, he shall maintain the position of chief marketing officer in Yuk Long Animation Limited, a wholly-owned subsidiary of the Company and director of certain subsidiaries of the Company. He has confirmed that he has no disagreement with the Board and there is no matter relating to his retirement that needs to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

The Board would like to express its appreciation to Mr. Wan for his past contributions as an executive director of the Company.

Appointment of Mr. Zhao Xiao Dong as non-executive director of the Company

The Board is pleased to announce that Mr. Zhao Xiao Dong ("Mr. Zhao") has been appointed as a 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 experience in the areas of wholesale and retail management of luxury goods in Beijing.

Mr. Zhao joined the Group in September 2008 as a consultant of Sparkle Roll Watch & Jewelry Limited, a wholly owned subsidiary of the Company. Under the consultancy agreement with Mr. Zhao, he is entitled to a consultancy fee of HK$40,000 per month for a term of three years to provide advice on the management of our dealership of Richard Mille watches in mainland China. The agreement is terminable by each of the parties by serving the other party a written notice six months prior to the proposed date of termination.

Mr. Zhao's nomination as a non-executive director and a deputy chairman of the company is based on the recommendation from the Nomination Committee of the Company having regard to the Mr. Zhao's contribution to and involvement in Richard Mille watch dealership business in mainland China. He is entitled to a monthly director's fee of HK15,000, in addition to the consultancy fee of HK$40,000 per month as mentioned above, based on the recommendations from the Remuneration Committee of the Company with reference to his duties and responsibilities within the Group. Mr. Zhao's appointment as a non-executive director of the Company is subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the Bye-laws of the Company. The service agreement in respect of his appointment as a non-executive director of the Company is terminable by each of the parties by serving the other party a written notice six months prior to the proposed date of termination.

Mr. Zhao is also directors of 北京賓利集團有限公司 (Beijing Bin Li Group Limited*) and 北京盈商通貿易發展有限公司 (Beijing Ying Shang Tong Trading Development Limited*) both of which are controlled by Mr. Qi Jian Hong (綦建虹), the sole beneficial owner of Sparkle Roll Holdings Limited, a substantial shareholder of the Company interested in 465,000,000 shares, representing approximately 29.98% of the Company's issued share capital as of the date of this announcement. Save as disclosed above, Mr. Zhao is not connected with any directors, senior management or substantial or controlling shareholders of the Company. Apart from the consultancy agreement as mentioned above, he does not hold any other position within the Company or the Group and has not been a director in any other listed companies or held any major appointments in the past three years. He does not have any interest in any shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) at the date of this announcement. Save as disclosed above, there is no other information in respect of his appointment that is discloseable pursuant to Rules 13.51(2)(d) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange and there is no other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr. Zhao to join the Board and appreciate his expected valuable contributions to the Group in particular our Richard Mille watch business.

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

Hong Kong, 16 October 2008

As at the date of this announcement, the Company has three executive Directors, one non-executive director and three independent non-executive Directors. The executive Directors are Mr. Tong Kai Lap, Mr. Zheng Hao Jiang, and Mr. Wong Chun Keung. The non-executive director is Mr. Zhao Xiao Dong. 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*