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Sparkle Roll Group Limited

耀萊集團有限公司 *

(*Incorporated in Bermuda with limited liability*)

(**Stock Code: 970**)

RE-DESIGNATION OF A NON-EXECUTIVE DIRECTOR

1. The Board is pleased to announce that Mr. Zhao Xiao Dong, a non-executive Director and a deputy chairman of the Company since 16 October 2008, was (i) re-designated as an executive Director and (ii) appointed as chief operating officer with effect from 1 September 2009.

2. The Board further announces that the remuneration package of Mr. Zhao has been revised with effect from 1 September 2009, after having considered his expertise, experience and connection in the watch and jewelry business in the PRC as well as his time and attention to be devoted to rapid development of the Group's top-tier luxury watches and jewelry businesses in the PRC.

The Board (the **"Board"**) of directors (the **"Director(s)"**) of Sparkle Roll Group Limited (the **"Company"**) and its subsidiaries (the "**Group**") are pleased to announce that Mr. Zhao Xiao Dong (**"Mr. Zhao"**), a non-executive Director and a deputy chairman of the Company since 16 October 2008 has been (i) re-designated as an executive Director and (ii) appointed as chief operating officer of the Company with effect from 1 September 2009, and will remain a deputy chairman of the Company.

Mr. Zhao, aged 41, graduated from the Information Technology Department of Beijing University of Chemical Technology in 1990 with a Bachelor Degree in Engineering. He has over 13 years' experience in the business 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 ("SRWJ"), a wholly owned subsidiary of the Company. Under the consultancy agreement with Mr. Zhao, he was 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 was terminable by each of the parties by serving on the other party a written notice six months prior to the proposed date of termination.

With effect from 16 October 2008, Mr. Zhao was nominated as a non-executive director and a deputy chairman of the Company 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. His appointment is initially for a term of two years renewable for one single term of one year commencing from the day immediately following the expiration of the initial term of his appointment. With effect from 1 February 2009, Mr. Zhao receives a director's fee of HK$40,000 per month instead of a consultancy fee of HK$40,000 per month by virtue of his appointment as a non-executive director of SRWJ.

Mr. Zhao's nomination as an executive director and chief operating officer of the Company is based on the recommendation from the Nomination Committee of the Company having regard to the rapid development of the Group's top-tier luxury watches and jewelry businesses in the PRC which are in acute need of Mr. Zhao's expertise, experience and connection. A new service agreement was entered into between Mr. Zhao and the Company with effect from 1 September 2009, in which he shall be entitled to a Director's fee of HK$100,000 per month and a discretionary bonus and the agreement is terminable by each of the parties by serving on the other party a written notice of six months prior to the proposed date of termination.

To avoid any potential conflict of interest, Mr. Zhao has resigned as directors of 北京富嘉佳美鐘錶貿易有限公司 (Beijing Fu Jie Mei Watch Trading Company Limited*) and 北京盈嘉珠寶貿易有限公司 (Beijing Ying Jie Jewelry Trading Company Limited*), both of which are partly owned by Mr. Qi Jian Hong, the sole beneficial owner of Sparkle Roll Holdings Limited, a substantial shareholder of the Company interested in 535,000,000 Shares, representing approximately 29.95% of the Company's issued share capital as of the date of this announcement. At the same time, in order to focus on the top-tier luxury watches and jewelry businesses in the PRC, Mr. Zhao has also resigned as director 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 owned and controlled by Mr. Qi Jian Hong.

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 directorship in the Company and SRWJ 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 in his new positions of chief operating officer and executive director, in addition to his current position as deputy chairman of the Company and look forward to his valuable contributions to the operations and development of our watch and jewelry business in the PRC and to the business and operations of the Group as a whole.

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

Hong Kong, 1 September 2009

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. Zhao Xiao Dong 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*