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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**)

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

The Board announces that Mr. Wong Chun Keung has resigned as an executive director of the Company with effect from 14 December 2009. In addition, Mr. Zhang Si Jian has been appointed as a non-executive director of the Company with effect from 14 December 2009.

Resignation of Mr. Wong Chun Keung 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. Wong Chun Keung ("Mr. Wong") has resigned as an executive director of the Company with effect from 14 December 2009 as he is determined to devote more time and attention to the operation of the comic and animation segment of the Group.

Notwithstanding his resignation as an executive director of the Company, he shall maintain the position of 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 resignation 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. Wong for his valuable contributions as an executive director of the Company in the past years.

Appointment of Mr. Zhang Si Jian as non-executive director of the Company

The Board is pleased to announce that Mr. Zhang Si Jian ("Mr. Zhang") has been appointed as a non-executive director of the Company with effect from 14 December 2009.

Mr. Zhang, aged 43, is a Managing Director of Sequoia Capital China focusing on growth capital investments. Prior to joining Sequoia Capital China in 2007, he worked with Baring

Private Equity Asia in Hong Kong and Shanghai, and Doughty Hanson in London. Prior to joining private equity, he worked for Deutsche Bank in its Investment Banking division where he advised international companies in their IPO, block trade, debt and convertible bond offerings. He has a Bachelor's Degree of Science from Shanghai Jiao Tong University and a Master Degree of Science from University of Minnesota and a Master Degree of Business Administration from The Wharton School of The University of Pennsylvania.

Mr. Zhang's nomination as a non-executive director of the company is based on the recommendation from the Nomination Committee of the Company having regard to the Mr. Zhang's expertise and experience in the investment and capital market. He is entitled to a monthly director's fee of HK$15,000 based on the recommendations from the Remuneration Committee of the Company with reference to his duties and responsibilities within the Group. Mr. Zhang's appointment as a non-executive director of the Company is for a fixed period of two years and 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.

Save as disclosed above, Mr. Zhang 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 is not connected with any directors, senior management or substantial or controlling shareholders of the Company. 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. Zhang to join the Board.

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

Hong Kong, 15 December 2009

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. Zhao Xiao Dong. The non-executive Director is Mr. Zhang Si Jian. 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*