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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)

HOLDING ANNOUNCEMENT

Reference is made to the announcement of Sparkle Roll Group Limited (the "**Company**") dated 14 March 2012 in respect of the suspension of trading in shares of the Company on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") with effect from 9:00 a.m. on 14 March 2012 pending the release of an announcement ("**Transaction Announcement**") pursuant to the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**") and Hong Kong Code on Takeovers and Mergers ("**Takeovers Code**"), the content of which is price sensitive in nature.

The board of directors of the Company (the "**Board**") wishes to inform the public the current status of the Transaction Announcement. As at the date of this announcement, the Company is in the process of preparing the Transaction Announcement in relation to a proposed acquisition by the Company of an interest in a business located in the People's Republic of China involving the issue of new shares by the Company as payment of consideration (the "**Transaction**"). The Transaction constitutes a discloseable and connected transaction of the Company under the Listing Rules and also involves an application for a whitewash waiver under the Takeovers Code. The condition precedent in relation to the whitewash waiver in the Transaction's sale and purchase agreement cannot be waived.

* *for identification purpose only*

The Board considers that additional time is required for such purposes. The Transaction Announcement setting out, among other things, details of the Transaction will be published as and when appropriate.

Trading in the shares of the Company on the Stock Exchange will remain suspended pending the publication of the Transaction Announcement.

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

Hong Kong, 26 March 2012

As at the date of this announcement, the Company has three executive Directors, three non-executive Directors 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 Directors are Mr. Zhang Si Jian, Mr. Gao Yu and Mr. Qi Jian Wei. The independent non-executive Directors are Mr. Choy Sze Chung, Jojo, Mr. Lam Kwok Cheong and Mr. Lee Thomas Kang Bor.

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement, and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement the omission of which would make any statement contained in this announcement misleading.