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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)

NOTICE OF A NEW SUBSTANTIAL SHAREHOLDER

The board of directors (the "Board") of Sparkle Roll Group Limited (the "Company" and together with its subsidiaries, the "Group") is pleased to announce that it has after closing of the market on 24 September 2010 received notification that MSPEA Luxury Holding B.V. (the "MSPEA") is interested in 300,000,000 shares of the Company (the "Shares") representing approximately 10.64% of the Company's issued share capital. MSPEA, a limited liability company incorporated in the Netherlands and under Dutch law, is indirectly controlled by Morgan Stanley Private Equity Asia III, L.P. (the "MSPEA III") (through its control of Morgan Stanley Private Equity Asia III Holdings (Cayman) Limited and MSPEA III Holdings Cooperatief U.A.), a fund managed by the private equity arm of Morgan Stanley. The general partner of MSPEA III is Morgan Stanley Private Equity Asia III, L.L.C., the managing member of which is Morgan Stanley Private Equity Asia III, Inc., a wholly-owned subsidiary of Morgan Stanley. Each of MSPEA III Holdings Cooperatief U.A., Morgan Stanley Private Equity Asia III Holdings (Cayman) Limited, MSPEA III, Morgan Stanley Private Equity Asia III, L.L.C. and Morgan Stanley Private Equity Asia III, Inc. is deemed to be interested in the Shares held by MSPEA.

* *for identification purpose only*

The Board has invited MSPEA to nominate a candidate to join our Board as a non-executive director of the Company to assist in formulating the business strategies of the Group in the future. Further announcement will be made by the Company in this respect as and when appropriate in compliance with the Listing Rules.

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

Hong Kong, 27 September 2010

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.