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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)

APPOINTMENT OF NON-EXECUTIVE DIRECTORS

The Board is pleased to announce that Mr. Gao Yu and Mr. Qi Jian Wei have been appointed as non-executive Directors with effect from 30 September 2010.

The board (the "**Board**") of directors (the "**Directors**") of Sparkle Roll Group Limited (the "**Company**") is pleased to announce that Mr. Gao Yu ("**Mr. Gao**") and Mr. Qi Jian Wei ("**Mr. Qi**") have been appointed as non-executive Directors with effect from 30 September 2010.

Mr. Gao, aged 36, is currently a Managing Director of the Private Equity Division of Morgan Stanley Asia Limited, primarily focusing on private equity investment activities in China. He is also a non-executive director of both Belle International Holdings Ltd and China Dongxiang (Group) Co., Ltd., two companies listed on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"). Prior to joining Morgan Stanley Asia Limited, he worked in Citigroup's Investment Banking Division in Asia for about five years. Mr. Gao also worked in Donaldson, Lufkin & Jenrette's Debt Capital Markets Group in New York. Mr. Gao graduated from Stanford University with a Master's degree in engineering-economic systems and operations research as well as from Tsinghua University in Beijing (北京清華大學) with dual Bachelor's degrees in engineering and economics. MSPEA Luxury Holding B.V, a

* *for identification purpose only*

substantial shareholder of the Company is interested in 300,000,000 shares of the Company (the "**Shares**"), representing approximately 10.64% of the Company's issued share capital as at the date of this announcement. Save and except for his employment with Morgan Stanley Asia Limited, Mr. Gao does not have any relationship with any Directors, senior management or substantial or controlling shareholders of the Company.

Mr. Qi, aged 55, has over 14-year experience in the jewelry business in China including trading management, development of distribution channels and production operations. He graduated from machineries profession of Beijing Open University in 1982. Mr. Qi has not held any directorship in any listed company in the last 3 years. He is the elder brother of Mr. Qi Jian Hong, the sole beneficial owner of Sparkle Roll Holdings Limited, a substantial shareholder of the Company interested in 805,000,000 Shares, representing approximately 28.55% of the Company's issued share capital. Save for his relationship with Mr. Qi Jian Hong, Mr. Qi does not have any relationship with any Directors, senior management or substantial shareholder or controlling shareholders of the Company.

Both Mr. Gao and Mr. Qi's nomination as a non-executive Directors is based on the recommendation from the Nomination Committee of the Company having regard to their expertise and experience.

There will be letters of appointment to be entered into between the Company respectively with Mr. Gao. and Mr. Qi, each of whom will be entitled to monthly director's fee of HK$15,000 based on the recommendations from the Remuneration Committee of the Company with reference to their duties and responsibilities within the Group.

Mr. Gao and Mr. Qi's appointment as non-executive Directors are for a fixed period of two years, renewable for one year, 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 respective letters of appointment in respect of their appointment as non-executive Directors are terminable by each of the parties by serving the other party a written notice six months prior to the end of the initial two-year term. As at the date of this announcement, Mr. Gao and Mr. Qi do not have any interest in the Shares within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

To the best of the information, knowledge and belief of the Directors having made reasonable enquiry, save as disclosed herein, there is no other information to be disclosed pursuant to Rule 13.51(2) 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 extend a warm welcome to Mr. Gao and Mr. Qi in joining the Board.

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

Hong Kong, 29 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 Directors are 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.