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CHINA STAR INVESTMENT HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the Company's name from "China Star Investment Holdings Limited" to "Eternity Investment Limited" and upon the change of name having become effective, the new Chinese name "永恒策略投资有限公司" will be adopted to replace "中國星投资有限公司" for identification purposes only.

A SGM will be convened and held for the shareholders of the Company to consider and, if thought fit, approve the proposed change of the Company's name. A circular containing, among other things, the proposed change of the Company's name together with a notice convening the SGM will be dispatched to the shareholders of the Company as soon as possible.

The board (the "**Board**") of directors (the "**Directors**") of China Star Investment Holdings Limited (the "**Company**") proposes to change the Company's name from "China Star Investment Holdings Limited" to "Eternity Investment Limited" and upon the change of name having become effective, the new Chinese name "永恒策略投资有限公司" will be adopted to replace "中國星投资有限公司" for identification purposes only.

The Board believes that the change of the Company's name would provide a new corporate image, which will benefit the Company's future business development of the Group. Therefore, the Board considers that the change of the Company's name is in the interests of the Company and its shareholders as a whole.

The proposed change of the Company's name will be subject to the satisfaction of the following conditions:

- (a) the passing of a special resolution by the shareholders of the Company at the special general meeting (the "**SGM**") of the Company to approve the proposed change of the Company's name; and

(b) the approval by the Registrar of Companies in Bermuda for the use of the proposed new English name by the Company.

The new English name of the Company will take effect from the date of entry of the same on the register maintained by the Registrar of Companies in Bermuda in place of the existing English name. The Company will then carry out all necessary filing procedures with the Registrar of Companies in Hong Kong.

The change of the Company's name will not affect any rights of the holders of securities of the Company. The existing certificates in issue bearing the present name of the Company shall, after the proposed change of Company's name having become effective, continue to be evidence of title to such securities and will continue to be valid for trading, settlement, and registration purposes. There will not be any arrangement for exchange of the existing share certificates. Once the change of the Company's name has become effective, new share certificates will be issued in the new name of the Company.

The Company will make further announcements on the outcome of the SGM and the arrangement and timetable relating to the change of the Company's name and the trading and dealings in the securities of the Company on The Stock Exchange of Hong Kong Limited under the new name of the Company.

A SGM will be convened and held for the shareholders of the Company to consider and, if thought fit, approve the proposed change of Company's name. A circular containing, among other things, the proposed change of the Company's name together with a notice convening the SGM will be dispatched to the shareholders of the Company as soon as possible.

By Order of the Board
China Star Investment Holdings Limited
Lei Hong Wai
Chairman

Hong Kong, 1 June 2010

As at the date of this announcement, the Board comprises two executive Directors namely, Mr. Lei Hong Wai and Mr. Chan Kin Wah, Billy; and three independent non-executive Directors namely, Mr. Tang Chak Lam, Gilbert, Mr. Hung Hing Man and Mr. Wan Shing Chi.