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永恒策略投資有限公司

ETERNITY INVESTMENT LIMITED

(incorporated in Bermuda with limited liability)

(stock code: 764)

(formerly known as China Star Investment Holdings Limited)

**CHANGE OF COMPANY NAME, STOCK SHORT NAME,
TRADING ARRANGEMENT AND EXCHANGE OF SHARE CERTIFICATES
AND
CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG**

CHANGE OF COMPANY NAME

The Board is pleased to announce that the name of the Company has been changed from “China Star Investment Holdings Limited” to “Eternity Investment Limited” and from “中國星投資有限公司” to “永恒策略投資有限公司” in Chinese for identification purposes only with effect from 29 June 2010.

STOCK SHORT NAME

The stock short name for trading in the Shares on the Stock Exchange will be changed from “CHINA STAR INV” to “ETERNITY INV” in English and from “中國星投資” to “永恒策略” in Chinese with effect from 9:30 a.m. on 9 August 2010.

EXCHANGE OF SHARE CERTIFICATES

The existing share certificates of the Company shall continue to be evidence of title and valid for trading, settlement, delivery and registration purposes. There will not be any arrangement for exchange of the existing share certificates.

CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The Board announces that the head office and principal place of business in Hong Kong of the Company shall be changed to Unit 3811, Shun Tak Centre, West Tower, 168-200 Connaught Road Central, Hong Kong with effect from 9 August 2010.

CHANGE OF COMPANY NAME

Reference is made to the announcement dated 1 June 2010, the circular (the “**Circular**”) dated 4 June 2010 and the poll result announcement dated 29 June 2010 issued by Eternity Investment Limited (formerly known as China Star Investment Holdings Limited) (the “**Company**”). Capitalised terms used herein shall have the same meanings as defined in the Circular, unless the context otherwise requires.

The Board is pleased to announce that following the passing of the special resolution in relation to the proposed change of the Company name by the Shareholders at the SGM, the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in Bermuda on 6 July 2010, certifying that with effect from 29 June 2010, the English name of the Company has been changed from “China Star Investment Holdings Limited” to “Eternity Investment Limited”. The Chinese name “永恒策略投資有限公司” has been adopted by the Company to replace “中國星投資有限公司” for identification purposes only. On 23 July 2010, the Registrar of Companies in Hong Kong has also issued the Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company confirming the registration of the new English name “Eternity Investment Limited” and the new Chinese name “永恒策略投資有限公司” in Hong Kong under Part XI of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong).

STOCK SHORT NAME

The stock short name for trading in the Shares on the Stock Exchange will be changed from “CHINA STAR INV” to “ETERNITY INV” in English and from “中國星投資” to “永恒策略” in Chinese with effect from 9:30 a.m. on 9 August 2010.

EXCHANGE OF SHARE CERTIFICATES

The change of Company name will not affect any of the rights of the Shareholders. The existing share certificates of the Company in issue bearing the former name of the Company will continue to be evidence of title to the Shares and will be valid for trading, settlement and registration for the same number of Shares in the new name of the Company. With effect from 9 August 2010, any new share certificates of the Company will be issued in the new name of the Company. There will be no special arrangement for exchange of the existing share certificates of the Company for new share certificates bearing the new name.

CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The Board announces that the head office and principal place of business in Hong Kong of the Company shall be changed to Unit 3811, Shun Tak Centre, West Tower, 168-200 Connaught Road Central, Hong Kong with effect from 9 August 2010.

By Order of the Board
Eternity Investment Limited
Lei Hong Wai
Chairman

Hong Kong, 4 August 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.