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**ETERNITY INVESTMENT LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

**DATE OF BOARD MEETING**

The board of directors (the “**Board**”) of Eternity Investment Limited (the “**Company**”) announces that a meeting of the Board will be held on Monday, 30 August 2010 at 3:00 p.m. for purpose of, among other matters, approving the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2010 and considering the payment of an interim dividend, if applicable.

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

Hong Kong, 18 August 2010

*As at the date of this announcement, Mr. Lei Hong Wai and Mr. Chan Kin Wah, Billy are the executive directors of the Company; and Mr. Tang Chak Lam, Gilbert, Mr. Hung Hing Man and Mr. Wan Shing Chi are the independent non-executive directors of the Company.*