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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

SUSPENSION OF TRADING

At the request of Eternity Investment Limited (the “**Company**”), trading in the shares of the Company is suspended with effect from 9:30 a.m. on 24 January 2011 pending the release of an announcement in relation to a very substantial acquisition of the Company.

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

Hong Kong, 24 January 2011

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.