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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

CHANGE OF PRINCIPAL SHARE REGISTRAR AND TRANSFER AGENT IN BERMUDA

The board of directors (the “**Board**”) of Eternity Investment Limited (the “**Company**”) hereby announces that with effect from 1 February 2011, the principal share registrar and transfer agent of the Company in Bermuda has been changed from HSBC Bank Bermuda Limited (formerly known as The Bank of Bermuda Limited) to HSBC Securities Services (Bermuda) Limited of 6 Front Street, Hamilton HM11, Bermuda.

The branch share registrar and transfer agent of the Company in Hong Kong remains Tricor Standard Limited of 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong.

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

Hong Kong, 2 February 2011

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