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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, 29 August 2011 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 2011 and considering the payment of an interim dividend, if applicable.

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

Hong Kong, 17 August 2011

As at the date of this announcement, Mr. Lei Hong Wai, Mr. Cheung Kwok Wai, Elton 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.