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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

VERY SUBSTANTIAL ACQUISITION — EXTENSION OF LONG STOP DATE AND FURTHER DELAY IN DESPATCH OF CIRCULAR

VERY SUBSTANTIAL ACQUISITION — EXTENSION OF LONG STOP DATE

Pursuant to the Sale and Purchase Agreement, Completion is subject to the satisfaction (or waiver, where applicable) of the conditions precedent set forth therein on or before the Long Stop Date (i.e. 30 September 2011). As more time than expected is required to finalise certain information to be included in the Circular, the Vendor and the Purchaser entered into a supplemental agreement on 30 September 2011 to extend the Long Stop Date from 30 September 2011 to 30 November 2011.

FURTHER DELAY IN DESPATCH OF CIRCULAR

As additional time is required for the Company to finalise certain information to be included in the Circular, the despatch date of the Circular will be further postponed to a date falling on or before 17 October 2011.

Reference is made to the announcement of Eternity Investment Limited (the “**Company**”) dated (i) 11 April 2011 (the “**Announcement**”) in relation to the proposed acquisition of the entire issued share capital of Citadines Ashley TST (Hong Kong) Limited and Citadines Ashley TST Management (Hong Kong) Limited (the “**Acquisition**”); and (ii) 27 June 2011, 29 July 2011 and 6 September 2011 (the “**Delay Announcements**”) in respect of the delay in despatch of circular (the “**Circular**”) of the Company in relation to the Acquisition. Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless defined otherwise.

VERY SUBSTANTIAL ACQUISITION — EXTENSION OF LONG STOP DATE

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FURTHER DELAY IN DESPATCH OF CIRCULAR

As stated in the Delay Announcements, the Circular containing, among other things, further details of the Acquisition and notice of the SGM will be despatched to the Shareholders on or before 30 September 2011.

As additional time is required for the Company to finalise certain information to be included in the Circular, the despatch date of the Circular will be further postponed to a date falling on or before 17 October 2011.

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

Hong Kong, 30 September 2011

As at the date of this announcement, the Board comprises of three executive Directors, namely, Mr. Lei Hong Wai, Mr. Cheung Kwok Wai, Elton and Mr. Chan Kin Wah, Billy; one non-executive Director, namely, Mr. Cheung Kwok Fan; and three independent non-executive Directors, namely, Mr. Hung Hing Man, Mr. Wan Shing Chi and Mr. Ng Heung Yan.