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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

POLL RESULTS OF THE SPECIAL GENERAL MEETING HELD ON 27 JULY 2012

The Board is pleased to announce that all the proposed ordinary resolutions were duly passed by the Shareholders by way of poll at the SGM.

Reference is made to the circular (the “**Circular**”) of Eternity Investment Limited (the “**Company**”) dated 11 July 2012 in relation to, inter alia, (i) the acquisition of a 29.00% interest in the issued share capital of China Media and Films Holdings Limited (formerly known as KH Investment Holdings Limited); and (ii) the Refreshment of Scheme Mandate Limit. Capitalised terms used in this announcement shall have the same meanings as defined in the Circular, unless defined otherwise.

The Board is pleased to announce that all the proposed ordinary resolutions were duly passed by the Shareholders by way of poll at the SGM.

The poll results in respect of the ordinary resolutions are set out as below:

Ordinary Resolutions	Number of Votes (%)	
	For	Against
To approve the S&P Agreement and the transactions contemplated thereunder.	133,634,204 (100%)	0 (0%)
To approve the Refreshment of Scheme Mandate Limit.	133,634,204 (100%)	0 (0%)

As more than 50% of the votes cast in favour of each of the ordinary resolutions, all the resolutions were duly passed as ordinary resolutions at the SGM.

Tricor Standard Limited, the Company's branch share registrar and transfer office in Hong Kong, was appointed as the scrutineer for the purpose of vote-taking at the SGM.

As at the date of the SGM, the total number of issued Shares was 238,028,829. To the best of the Director's knowledge, information and belief and having made all reasonable enquiries, there were no restrictions on any Shareholders to cast votes on the resolutions proposed at the SGM, no Share entitling the holder to attend and abstain from voting in favour of the resolutions proposed at the SGM, and no Shareholders are required under the Listing Rules to abstain from voting at the SGM. As such, the total number of Shares entitling the holders to attend and vote on the resolutions proposed at the SGM is 238,028,829.

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

Hong Kong, 27 July 2012

As at the date of this announcement, the Board comprises 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. Wan Shing Chi, Mr. Ng Heung Yan and Mr. Wong Tak Chuen.