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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a significant increase in the profit for the six months ended 30 June 2012 as compared with that for the corresponding period in 2011.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Eternity Investment Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that the Group is expected to record a significant increase in the profit for the six months ended 30 June 2012 as compared with that for the corresponding period in 2011. This significant increase is mainly attributable to the recognition of a gain arising on change in fair value of investment properties, an imputed interest income on convertible notes receivable and a gain arising from change in fair value of conversion options embedded in convertible notes receivable, which are partly offset by an impairment loss on intangible assets.

The information contained in this announcement is a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group. As at the date of this announcement, the Group’s interim results for the six months ended 30 June 2012 have not been finalised, and are subject to review by the Company’s independent external auditors and, if required, necessary adjustments. The Company will announce the unaudited interim results of the Group for the six months ended 30 June 2012 in late August 2012.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 6 August 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.