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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

UNUSUAL PRICE AND VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board of directors (the “**Board**”) of Eternity Investment Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) has noted the recent increases in the price and trading volume of the shares of the Company and wishes to state that it is not aware of any reasons for such increases, save and except for the Group currently being in preliminary discussions with independent third parties regarding a possible disposal (the “**Possible Disposal**”) of its entire investment properties located at Kwun Tong, Kowloon, Hong Kong which, if materialises, will constitute a very substantial disposal for the Company under the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”). Up to the issue of this announcement, no legally binding agreements or contracts relating to the Possible Disposal have been entered into by the Group. The Company will comply with the relevant requirements under the Listing Rules in the event that any agreement regarding the Possible Disposal is entered into by the Group.

Save as disclosed above, the Board also confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Shareholders and/or potential investors of the Company should note that the Possible Disposal may or may not materialise and accordingly are advised to exercise caution when dealing in the shares of the Company.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this announcement.

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

Hong Kong, 3 October 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.