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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(2)(a) of the Listing Rules and Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a significant profit for the year ended 31 December 2012 as compared to a loss recorded in the year of 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(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

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 profit for the year ended 31 December 2012 as compared to a loss recorded in the year of 2011. This significant profit is primarily attributable to (i) a substantial decrease in impairment loss recognised in respect of intangible assets and (ii) a substantial increase in gain on change in fair value of investment properties.

The Company is in process of finalising the annual results of the Group for the year ended 31 December 2012 and the related audit work has not yet been completed. The information contained in this announcement is based on a preliminary assessment by the Board on the unaudited consolidated

management accounts of the Group for the year ended 31 December 2012 and the information currently available, which have not been confirmed or audited by the Company's independent auditors. The audited annual results of the Group for the year ended 31 December 2012 will be published in March 2013.

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, 7 February 2013

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.