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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

COMPLETION OF PLACING OF 1,136,363,636 EXISTING SHARES IN THE ISSUED SHARE CAPITAL OF CHINA STAR ENTERTAINMENT LIMITED

The Board is pleased to announce that, on 4 October 2013, all of the 1,136,363,636 China Star Placing Shares have been successfully placed to the Placees, who and whose ultimate beneficial owners are third parties independent of the Company or China Star and their respective connected persons, by the Placing Agent by way of block trades at the Placing Price of HK\$0.135 per China Star Placing Share. The Placing will be completed on 8 October 2013 in accordance with the terms and conditions of the Placing Agreement.

Reference is made to announcement of Eternity Investment Limited (the “**Company**”) dated 3 October 2013 (the “**Announcement**”) in relation to the placing of 1,136,363,636 existing shares in China Star Entertainment Limited at a placing price of HK\$0.135 per share. Capitalised terms used herein shall have the same meanings as defined in the Announcement unless otherwise stated.

The Board is pleased to announce that, on 4 October 2013, all of the 1,136,363,636 China Star Placing Shares have been successfully placed to the Placees, who and whose ultimate beneficial owners are third parties independent of the Company or China Star and their respective connected persons, by the Placing Agent by way of block trades at the Placing Price of HK\$0.135 per China Star Placing Share. None of the Placees becomes a substantial shareholder (as defined in the Listing Rules) of China Star as a result of the Placing. The Placing will be completed on 8 October 2013 in accordance with the terms and conditions of the Placing Agreement.

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

Hong Kong, 4 October 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.