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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

FURTHER DELAY IN DESPATCH OF CIRCULAR

As additional time is required for (i) the Company to finalise the financial information contained in the Circular and (ii) the independent financial adviser to finalise the letter of advice to the Independent Board Committee and the Independent Shareholders in respect of the Acquisition to inclusion in the Circular, the despatch date of the Circular will be further postponed to a date falling on or before 30 September 2014.

This announcement is made pursuant to Rule 14.36A of the Listing Rules.

Reference is made to (a) the announcement (the “**Announcement**”) of Eternity Investment Limited (the “**Company**”) dated 7 April 2014 in respect of the very substantial acquisition and connected transaction in relation to the proposed acquisition of the entire issued share capital of and the shareholder’s loan due by Thought Diamond International Limited and (b) the announcements of the Company dated 30 April 2014, 30 May 2014, 30 June 2014 and 25 July 2014 (the “**Delay Announcements**”) in respect of the delay in despatch of the Circular. Terms used herein shall have the same meanings as those defined in the Announcement unless defined otherwise.

As stated in the Delay Announcements, the circular (the “**Circular**”) containing, among other things, details of the further information in respect of the Acquisition, the letter of advice from the Independent Board Committee to the Independent Shareholders and the recommendation of the independent financial adviser to the Independent Board Committee and the Independent Shareholders in respect of the Acquisition, the accountant’s reports on the Target Company, together with a notice

convening the SGM are expected to be despatch to the Shareholders on or before 29 August 2014. As additional time is required for (i) the Company to finalise the financial information contained in the Circular and (ii) the independent financial adviser to finalise the letter of advice to the Independent Board Committee and the Independent Shareholders in respect of the Acquisition to inclusion in the Circular, the despatch date of the Circular will be further postponed to a date falling on or before 30 September 2014.

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

Hong Kong, 29 August 2014

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.