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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

RE-DESIGNATION OF DIRECTOR

The Board announces that with effect from 18 September 2014 Mr. Cheung has been re-designated as an executive Director and has been appointed as a director of K E G Limited and K E Group Limited, both of them are indirect wholly owned subsidiaries of the Company.

The board (the “**Board**”) of directors (the “**Directors**”) of Eternity Investment Limited (the “**Company**”) announces that with effect from 18 September 2014 Mr. Cheung Kwok Fan (“**Mr. Cheung**”) has been re-designated as an executive Director and has been appointed as a director of K E G Limited and K E Group Limited, both of them are indirect wholly owned subsidiaries of the Company.

Mr. Cheung, aged 47, has been the non-executive Director since 31 August 2011. He has over 20 years’ working experience in the field of architecture. He is a member of The Hong Kong Institute of Architects, a member of The Royal Australian Institute of Architects, Registered Architect in Hong Kong and an Authorised Person in the list of architects. He obtained his Bachelor Degree of Arts in Architectural Studies from The University of Hong Kong in 1989 and a Bachelor Degree in Architectural from The University of Hong Kong in 1991. He was selected as an awardee of the Ten Outstanding Young Persons Selection organised by Junior Chamber of International Hong Kong in 2005. He is the younger brother of Mr. Cheung Kwok Wai, Elton, an executive Director.

Mr. Cheung is also an executive director of 21 Holdings Limited (stock code: 1003), a company listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

Mr. Cheung is deemed to be interested in 105,708,000 shares of the Company beneficially owned by Twin Success International Limited, which is the substantial shareholder of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and is beneficially owned as to 50% by Mr. Lei Hong Wai, the Chairman of the Board and an executive Director, as to 25% by Mr. Cheung Kwok Wai, Elton, as executive Director, and as to 25% by Mr. Cheung.

The letter of appointment of Mr. Cheung in relation to his appointment as the non-executive Director is terminated with effect from 18 September 2014 and a new letter of appointment is entered into between Mr. Cheung and the Company in relation to his appointment as an executive Director for an initial fixed term of three years commencing from 18 September 2014 which shall continue thereafter. He will be subject to retirement by rotation and re-election in accordance with the bye-laws of the Company. He will be entitled to an annual salary of HK\$120,000 which is determined by the Board on the recommendation of the Remuneration Committee with reference to his duties and responsibilities in the Company.

Save for the information set out above, there is no other information to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on the Stock Exchange nor are there any other matters that need to be brought to the attention of the shareholders of the Company in relation to the re-designation of Mr. Cheung.

The Board would like to express its warm welcome to Mr. Cheung' new appointment as an executive Director.

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

Hong Kong, 18 September 2014

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lei Hong Wai, Mr. Cheung Kwok Wai, Elton, Mr. Chan Kin Wah, Billy and Mr. Cheung Kwok Fan; and three independent non-executive Directors, namely, Mr. Wan Shing Chi, Mr. Ng Heung Yan and Mr. Wong Tak Chuen.