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## **ETERNITY INVESTMENT LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **MONTHLY PROGRESS OF POSSIBLE DISPOSAL OF SHARES IN CHINA STAR CULTURAL MEDIA GROUP LIMITED**

Reference is made to the announcement of Eternity Investment Limited (the "**Company**") dated 5 December 2014 and the circular of the Company dated 23 December 2014 (the "**Circular**") relating to the possible disposal of shares in China Star Cultural Media Group Limited. Reference is also made to the poll results announcement of the Company dated 13 January 2015. Capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

As stated in the Circular, to keep the Shareholders and the investing public informed on the progress of the Disposal, the Company will publish an announcement within five Trading Days after the end of each month, starting from the month on which the Disposal Mandate is approved by the Shareholders until all of the 146,640,000 China Star Cultural Shares held by the Group have been disposed of or the last day of the 12-month period from the date on which the Disposal Mandate is approved by the Shareholders, whichever is earlier.

The Directors would like to inform the Shareholders and the investing public that the progress of the Disposal during the period from 13 January 2015, being the date on which the Disposal Mandate is approved by the Shareholders, to 31 January 2015 as follows:

| Number of China<br>Star Cultural<br>Shares held by the<br>Group as at 13<br>January 2015<br><i>(Note)</i> | Number of China<br>Star Cultural<br>Shares disposed of<br>by the Group<br>during the period | Number of China<br>Star Cultural<br>Shares held by the<br>Group as at 31<br>January 2015 | <b>Aggregate number of<br/>China Star Cultural<br/>Shares disposed of by the<br/>Group during the period<br/>from 13 January 2015,<br/>being the date on which<br/>the Disposal Mandate is<br/>approved by the<br/>Shareholders, to 31<br/>January 2015</b> |
|---|---|--|---|
| 70,840,000  | 0   | 70,840,000   | 0   |

*Note:*

Prior to the despatch of the Circular, the Group disposed of 75,800,000 China Star Cultural Shares in a series of transactions on open market for an aggregate gross sale proceeds of approximately HK\$94,510,000 (excluding transaction costs), representing an average selling price of HK\$1.2468 per China Star Cultural Share, on 19 December 2014. Please refer to the Circular for more details.

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

Hong Kong, 2 February 2015

*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.*