

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 28 February 2015 as follows:

Number of China Star Cultural Shares held by the Group as at 1 February 2015 <i>(Note)</i>	Number of China Star Cultural Shares disposed of by the Group during the period	Number of China Star Cultural Shares held by the Group as at 28 February 2015	Aggregate number of China Star Cultural Shares disposed of by the Group during the period from 13 January 2015, being the date on which the Disposal Mandate is approved by the Shareholders, to 28 February 2015
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 March 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.