

For Immediate Release



Sparkle Roll Group Limited (SEHK: 970)

Announces Morgan Stanley Private Equity as a New Substantial Shareholder Contributes in Formulating Future Business Strategies of the Group

(Hong Kong, 27 September 2010) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 970), which is principally engaged in distributorships of top-tier luxury goods in the PRC, has received a notification that MSPEA Luxury Holding B.V. (“MSPEA B.V.”) is interested in 300,000,000 shares of the Group, representing approximately 10.64% of the Group’s issued share capital as of 24 September 2010. MSPEA B.V. is indirectly controlled by Morgan Stanley Private Equity Asia III, L.P., a fund managed by the private equity arm of Morgan Stanley.

Sparkle Roll has invited MSPEA B.V. to nominate a candidate to join the Group’s Board of Directors as a non-executive director to assist in formulating the business strategies of the Group in the future.

Mr. Ivan Tong, Chairman and Executive Director of the Group added, “Sparkle Roll welcomes MSPEA Luxury Holding B.V. to become its substantial shareholder. We are delighted to have strong support and this important vote of confidence from MSPEA, which reaffirms the Group’s successful business model. We believe that this acquisition of shares can provide an opportunity for the Group to broaden its shareholder base for our future business developments. The wealth of global experience, deep industry expertise and large global network of affiliated partners of the Morgan Stanley Private Equity Asia III fund will have significant synergies with our leading luxury distributorships businesses in the PRC.”

Morgan Stanley Private Equity Asia is one of the leading private equity investors in Asia, having invested in the region for over 16 years. The team has invested approximately US\$1.6 billion in Asia in industry leading companies.

About Sparkle Roll Group Limited (SEHK: 970)

Sparkle Roll Group Limited is principally engaged in the distributorships of top-tier luxury goods in the PRC, including distributorships of ultra-luxury automobiles such as Bentley, Lamborghini and Rolls-Royce in Beijing; exclusive distributorships of super deluxe branded watches Richard Mille, DeWitt, Parmigiani in the PRC; exclusive global distributorship of deLaCour’s BiTourbillon; cohesive partnership and exclusive distributorship with top-tier branded jewelry Boucheron and Federico Buccellati in the PRC respectively; cohesive partnership with renowned French fine wines company Duclot Export in the PRC.

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Issued by PR ASIA Consultants Limited on behalf of Sparkle Roll Group Limited.

For enquires, please contact PR ASIA Consultants Limited:
Ms. Lorraine Lam / Ms. Jenny Chan
Tel: (852) 3183 0230 / (852) 3183 0231
Fax: (852) 2583 9138
Email: lorraine.lam@prasia.net / jenny.chan@prasia.net