

For Immediate Release



ULYSSE CAZABONNE
MARCHAND DE VINS

SPARKLE ROLL BEING APPOINTED AS APPROVED DISTRIBUTOR BY ANOTHER RENOWNED EXPORTER OF BORDEAUX WINES - ULYSSE CAZABONNE

ANOTHER NEW MEMBER FROM THE BORDEAUX WINES MERCHANT

(Hong Kong, 27 January 2011) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Company”)(SEHK: 970), is principally engaged in distributorships of top-tier luxury goods in the PRC, announced that its wholly-owned subsidiary, Sparkle Roll Fine Wine Limited, has entered into a distributorship with another famous Bordeaux wines merchant, Ulysse Cazabonne (“Ulysse Cazabonne”) to be the approved distributor for its wines in the PRC . The new dealership has commenced with effective from January 2011.

Mr. Ivan Tong, Chairman of Sparkle Roll said, “We are thrilled to house another member from the Bordeaux family. Our portfolio is dedicated to carry only the finest red wine brand of Bordeaux, which is the world’s most famous wine region and home to some of the world’s most aristocratic wines. We are constantly expanding our portfolio, venturing into new products, seeking new alliances, developing and educating our customers and associates as well as finding new ways to bring value to the marketplace. Ulysse Cazabonne is one of the classified growths owned by CHANEL Inc. We strongly believe that this cooperation will help establish a stronger foundation of our group’s future business success in fine wines.”

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 merchant Duclot Export in the PRC and distributorships of Bordeaux fine wines from another renowned French fine wines merchant Maison Joanne in the PRC.

About Ulysse Cazabonne

Ulysse Cazabonne was founded in 1976 by three eminent figures of the Bordeaux wine trade: Henri Martin, Jean Cordier and Jean Paul Gardere. It has a history of 30 years in being a major trader of the Bordeaux market. The wine merchant Ulysse Cazabonne becomes the official distributor of the Cuvee de la Commanderie du Bontemps in the mid 70’, which covers a range of other wine selections, including Medoc, Sauternes and Graves etc. In July 1984, Ulysse Cazabonne became under the ownership of Chateau Latour and was managed by John Kolasa. In 1994, the company has been bought by CHANEL Inc. and was re-located in Margaux at Chateau Rauzan Segla.

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

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