

For Immediate Release



**Sparkle Roll Group's Beijing Bentley Dealer
Ranked Number One in the 2010 Bentley Motor Cars Sales in the World
And Awarded the 2010 Bentley China Best Distributor and Best After-Sales
Servicing Team Award in China**

(Hong Kong, 20 March 2011) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”) (SEHK: 970) is principally engaged in distributorships of top-tier luxury goods in the PRC, announced today that Sparkle Roll’s Beijing Bentley dealer ranked number one in the Bentley motor cars sales in the world in 2010, and at the same time awarded the 2010 Bentley China Best Distributor and Best After-Sales Servicing Team Award in China during a Bentley China distributorship conference held in Hawaii days ago. The worldwide sales figure of Bentley cars retailed in the calendar year 2010 was 5,126, of which 253 cars were sold by Sparkle Roll’s Beijing Bentley dealer, putting Bentley Beijing at the top rank of the worldwide retail distributor list.

Mr. Ivan Tong, Chairman of Sparkle Roll said, “Following the award of the number one worldwide distributor ranking of Rolls-Royce Motor Cars, the Group’s automobile distributorship business once again delivered outstanding results. Led by our single largest shareholder Mr. Qi, the Bentley sales team achieved remarkable sales record, which further affirmed the Group’s top-tier luxury automobile distributorship abilities in the PRC. The Group has set down that Bentley Beijing’s sales target for 2011 is 1.5 times of the previous year with a high percentage of increase. The Group is confident and will strive our best to continue to sustain the Group’s leading position in the market.”

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 with top-tier branded jewelry Boucheron, and exclusive distributorships of Federico Buccellati and Royal Asscher in the PRC respectively; cohesive partnership with renowned French fine wines merchant Duclot Export in the PRC and distributorships of Bordeaux fine wines from renowned French fine wines merchants Maison Joanne and Ulysse Cazabonne in the PRC.

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

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