

For Immediate Release



## **SPARKLE ROLL BEING APPOINTED AS APPROVED DISTRIBUTOR BY ANOTHER RENOWNED EXPORTER OF BORDEAUX WINES – COMPAGNIE MEDOCAINE DES GRANDS CRUS**

(Hong Kong, 24 March 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 most respected Bordeaux wines merchant, Compagnie Medocaine Des Grands Crus (“CMGC”), to be one of its approved distributors for its different branded wines sourced from the best soils of Bordeaux in the PRC.

Mr. Ivan Tong, Chairman of Sparkle Roll said, “CMGC is one of the most respected merchants in the Bordeaux wine trade. It is a solid distributor of exclusive and carefully-selected “petits chateaux” chosen among the 57 Bordeaux appellations and other regions for their quality. It is an honor and duty to partner up with the famous CMGC and allow access to the PRC market for Bordeaux’s greatest wines and fill the needs of the PRC wine appreciating customers. .”

Compagnie Medocaine des Grands Crus' General Manager, Georges Haushalter, added, "We are delighted to expand our existing business with a reputable dealership partner handling the PRC market. This connection with Sparkle Roll will allow us to further spread the name of CMGC and offer a wider selection to PRC wine lovers”

### **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.

### **About Compagnie Medocaine des Grands Crus (“CMGC”)**

Compagnie Medocaine des Grands Crus is a wholly-owned subsidiary of AXA Millesimes and is one of the most respected merchants in the Bordeaux wine trade. Compagnie Medocaine des Grands Crus is a solid distributor of exclusive and carefully-selected “petits chateaux” chosen among the 57 Bordeaux appellations and other regions for their quality.

Website: <http://www.medocaine.com/>

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

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