

For immediate release



**Sparkle Roll Group Limited (SEHK: 970) Announces
Prepare to Launch More Points of Sales
Expanding Top-Tier Luxury Distributorship Business in the PRC**

**Setup Public Bonded Warehouse in Beijing Sparkle Roll Luxury World (China
Headquarter)**

(Hong Kong, 4 July 2011) – 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, announced that on June 2011, Sparkle Roll Xin Tian Di Commerce Development Limited (“SRXTD”), an indirect wholly-owned subsidiary of the Group, has awarded licensing permission from the Beijing Customs to establish bonded warehouse in the Beijing Sparkle Roll Luxury World (China Headquarter) for exhibition purposes, with a leased area of 2,150 squares per metres. Bonded warehouse is managed by the state’s Custom in which dutiable goods may be stored without payment of duty.

According to the rules and regulations set forth by the International General Administration of Customs and Duty Policy, warehouses that are established upon approval of the customs for exclusive keeping of bonded goods and other goods that have not gone through customs clearance. The public bonded warehouses are used for keeping commodities, as well as facilitating trade exchanges or re-exporting, tax reliefs, manufacture processing, delivery of products and products showcase etc.

Mr. Ivan Tong, Chairman of Sparkle Roll, said, “The setting up of public bonded warehouse can save the capital on import tax and facilitate the transit and return of products. It can also shield the Group from overstocking of capital, thus increasing cash liquidity. In the future, the Group will cooperate with suppliers and partners to showcase their products in the public bonded warehouse to reduce tax burden and increase sales opportunities. The tax will be paid by our clients after the products are sold. In addition, the Group can collect bonded warehousing fees from other commercial enterprises as our operating income. With the establishment of the public bonded warehouse and the plans to reduce luxury goods tax proposed by the Ministry of Commerce, the Group believes that its luxury distributorship business will continue to excel, bringing shareholders great returns in future.”

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, Ulysse Cazabonne and Compagnie Medocaine Des Grands Crus in the PRC.

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

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