

[For immediate release]

26 June 2012



## **Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall China's first large-scale exhibition targeting to cultivate "high-end, luxury, independent and niche brand culture"**

(Hong Kong, 26 June 2012) - To bridge east with west and foster cultural exchange, Sparkle Roll Group Limited ("Sparkle Roll" or "the Group") (Stock Code: 970.HK) will organize the first "Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall" ("Luxpo") from 6-9 September 2012 in conjunction with "China - Europe Association for Technical and Economic Cooperation under the Ministry of Commerce".

Mr. Zheng Haojiang, CEO and Deputy Chairman of the Group, said, "Luxpo is China's first large-scale exhibition with the theme of "in-depth interpretation to high-end, luxury, independent, niche brand culture". In addition to meeting up with 15,000 valued members of Sparkle Roll Glory Club, political leaders, socialites, top-tier banking executives and financial elites, exhibitors of the Luxpo can also receive various brand promotion benefits, including delivering brand's unique culture, history and features via 10 luxury-brands magazines, participating in promotion conference on brand culture and the "Beijing Sparkle Roll Luxury Brands Culture Forum 2013 Spring", etc. Either for the famous new brands or the long-standing ones which carry cultural profundity, history and stories, the Luxpo definitely provides a great opportunity to communicate exhibitors' brand values in the mainland China market.

Luxpo has received overwhelming reception. Many brands have already confirmed to participate, including ultra-luxury automobiles Rolls-Royce, Bentley, Lamborghini; top-tier branded jewelry such as Boucheron, Royal Asscher; super deluxe branded watches RICHARD MILLE, PARMIGIANI, DeWitt, DeLaCour (BiTourbillon Collection); watch winder and time mover BUBEN&ZORWEG; Davidoff luxury cigar and cigar accessories; top-tier Japanese cuisine NOBU; renowned French fine wines merchants Petrus, Chateau Lafite Rothschild, Chateau Latour, Chateau Haut-Brion, Chateau Margaux, Chateau Mouton Rothschild, Chateau Cheval Blanc, Chateau Ausone, Domaine d'Eugénie, Ex-Chateaux, Riedel wine decanter and Central Golf Beijing etc.

Not only to assist brands in penetrating China luxury market effectively and create win-win situation, but also to promote and extend the luxury brand culture, the group is looking forward to organize related activities every year. Let's write a new chapter of your brand legend together.

For more details, please visit official Luxpo website : [www.srluxpo.com](http://www.srluxpo.com)

### **About Sparkle Roll Group Limited (Stock Code: 970.HK)**

Sparkle Roll Group Limited is principally engaged in the distribution and dealerships of top-tier luxury goods in the PRC, including dealerships of ultra-luxury automobiles such as Bentley in Beijing and Tianjin, Lamborghini in Beijing and Dalian and Rolls-Royce in Beijing and Tianjin; 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 jewellery Boucheron, and exclusive distributorships of 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. As for other businesses, in October 2011, the Group entered into a cooperation agreement with Buben & Zorweg Group, a top-notch manufacturer in OBJECTS OF TIME based in Austria.

- End -

For enquiries, please contact overseas partner of Beijing Sparkle Roll Luxury Brands Culture Expo  
2012 Fall **PR ASIA Consultants Limited**  
Venus Mak / Kevin Mut / Kate Chan  
Tel: (852) 3183 0235 / (852) 3183 0274 / (852) 3183 0231  
Fax: (852) 2583 9138  
Email: [venus.mak@prasia.net](mailto:venus.mak@prasia.net) / [kevin.mut@prasia.net](mailto:kevin.mut@prasia.net) / [kate.chan@prasia.net](mailto:kate.chan@prasia.net)