Sparkle Roll Group Limited

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SR Luxpo Grandly Opens To Build a Luxury Brand Culture Feast

Reshape Chinese Luxury Goods Exhibition Concept Opens Up New Perspectives on Luxury Brands in the PRC

—Global luxury brands come under spotlights, Official and Brand Customized Activities add Extra Glamour

The occasion for International luxury brands including top international jewelry brands, Boucheron and Royal Asscher；deluxe timepiece brands, RICHARD MILLE, Parmigiani and DeWitt; luxury automobile brands, Rolls-Royce and Bentley; international top sports car brands, Lamborghini；top International time mover brand, Buben&Zorweg ("B&Z")……to come together, is the Beijing Sparkle Roll Luxury Brands Culture Expo2012 Fall which will be grandly open on 6 September.

This year's SR Luxpo is approved by the Ministry of Commerce of the PRC, jointly sponsored by Beijing Sparkle Roll Air Advertising Media Limited, the only affiliate of the Ministry engaged in direct trade promotion with European countries, together with the Beijing Sparkle Roll Air Advertising Media Limited, affiliated to Sparkle Roll Group Limited, and solely organized by Beijing Sparkle Roll Air Advertising Media Limited.

"New Age of Luxury", the theme of the Luxpo, features to build the ultimate luxury brand culture and legend, and is the first precisely positioned exhibition with the theme of "deep interpretation of high-end, independent, small mass, luxury brand culture and contents". Through high-end, thoughtful and professional services, reasonable and creative booth planning, precise and highly effective media platform, premium and direct public relations activities, the Committee will not only build a bridge for communications and cooperation between high-end elite consumers and international luxury brands, but also offers a direct platform to international luxury brands to better understand, explore and integrate into the Chinese market.

The Luxpo has a total gross floor area of 11,000sq.m., and over 50 world famous luxury brands will participate in the Luxpo for a period of 4 days, starting from 6 September to 9 September.

An exhibition desired by luxury brands worldwide Writing a new legend for brand culture

It's a common fact that there are always mysteries and legends behind any classic brand with a

deep cultural heritage. In other words, the legendary experience of the brand itself is a part of a brand value. Amongst all the participating brand of this year's SR Luxpo, Richard Mille is the most legendary brands. The world's top mechanical watch brand will collaborate with Sparkle Roll to premiere 10 limited-edition top class watches. The founder of the Richard Mille brand, Mr. Richard Mille will come to China and make his appearance. SR Luxpo to closely interact with China's high-end elite consumers.

The stunning appearance of the world's top sports cars always brings an impact to our visuals. Lamborghini, as a stylish and unique sports car brand, is set to amaze our audience with their main 2012 models. MV Agusta, an Italian motorcycle manufacturer which has recently entered China, will display three of the world's hottest models. With a maximum horsepower of 201hp, the F4RR Series will definitely attract the highest attention due to its metallic and luxurious appearance. Moreover, models with strong horsepower such as the Brutale RR and the Brutale 920 series are both highly anticipated due to their four cylinder, four stroke, 16 valve, D.O.H.C. engines.

We would also like to specially introduce Bang & Olufsen (B&O), a top audiovisual brand from Denmark with 85 years of innovative history making its first appearance at any top-tier band exhibitions in China. Through top professional skills, radical unconventional designs and excellent product quality, the brand has earned worldwide recognition.

During the SR Luxpo, B&Z, as a top international time mover brand, will showcase its top and limited models worth over RMB 2 million, which reflects its emphasis on the Chinese market. Leading international crystal decor brand, Baccarat, will display its top luxury crystal glasses at its booth and provide wine tasting for participating audiences.

As one of the few exhibiting Chinese brands of this year's Luxpo, Jackie Chan Maotai will showcase its high-end white wine: "Jackie Chan Standard Edition Maotai" and "Specially Aged Kweichow Maotai (Jackie Chan Edition). In particular, the "Specially Aged Kweichow Maotai (Jackie Chan Edition)" was made from wine which has been aged for over ten years and thoughtfully blended with other aged wine of different years, and also a part of Maotai's strategy to venture into the global market. The wine aims to allow the world to understand and deeply entice traditional Chinese culture

With the developing economy comes burgeoning wealth, but at the same time, the rich are pushing their limits on their health. Luxury health products have now emerged as health has become a luxury. To provide a comprehensive deliverance of a healthy lifestyle attitude, Blue River, the world's leading sheep dairy company, will demonstrate what is known as "the true definition of natural and pure milk". At the SR Luxpo, the staff will explain to audience on how Blue River's dairy products are manufactured with a cycled free grazing method, and through strict criterions in the natural environment, undergone sterilization and dehydration processing production in an completely unpolluted environment.

It is also worth mentioning the high-end art collection appreciation part of the SR Luxpo. Around more than 120 top art collection pieces will be displayed along the two sides of a 400 meters long hallway of the exhibition hall. This high-end art collection appreciation activity is fully supported by

private collectors, artists and galleries. According to SR Luxpo's person in charge, art collectibles have become an important part of top luxury products and has entered the life envisions of high end elite consumers. High quality art products have become a benchmark to increase taste lifestyle and status of the upper society, thus there is an increasing number of high-end elite consumers participating in art investments. The appreciation of high-end art collections is a stunning new project launched for this exhibition and is sure to make the SR Luxpo to perfection.

Official and Brand Customized Activities add glamour to each other, open up the luxury brand culture dream tour

During the 4 days of Luxpo period, in addition to the exhibition, the sponsor will especially organize big-scale official activities of various themes and formats according to the overall positioning of SR Luxpo and focus group invitees.

During the SR Luxpo period, the Organizing Committee will jointly hold the "Care, Love and Growth" Luxury Brand Culture Tour Charity Dinner with Jackie Chan Charity Foundation (Beijing). In order to support the charity business, Jackie Chan will donate a number of items to auction.

In addition, a number of participating brands of the SR Luxpo showcased limited editions of auction items during the Press Conference. In particular, the high value of the donated auctioned item, "Stars of Africa" collection from the top jewelry brand from the Netherlands, Royal Asscher is expected to attract the highest attention at the charity dinner. The brand Royal Asscher is famous for its polishing skills of Cullinan Diamond, the largest diamond found in the world. Its most innovative collection of "Stars of Africa" fully reflects the brightness and shining features of the diamond, which add extra brilliance to the donation of Royal Asscher.

Furthermore, the sponsor will jointly hold small-scale brand customized activities including salons, appreciation fairs with top international brands from various industries, and invite special group of guests to attend and communicate with the participating brands and to experience the charm of the brands in person.