[Press Release]

Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Expo 2014 Fall
<Boundless Charity • Together We Work> Sparkle Roll
Peak Charity Night Launch Ceremony &
Partnership Signing Ceremony Press Conference Held in Beijing

Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Expo 2014 Fall - <Boundless Charity • Together We Work> Sparkle Roll Peak Charity Night Launch Ceremony and Partnership Signing Ceremony Press Conference was grandly held in Beijing on 1 September 2014. Management and guests from China Soong Ching Ling Foundation, Sparkle Roll Group, and cooperation partners and more than a hundred of media made their presence at the press conference.

"Leading a New World of Splendid Hereditary Luxury Brands Culture" as our theme of the third edition Royal Asscher Beijing Sparkle Roll Luxury Brands Culture Expo 2014 Fall ("SR Luxpo 2014") will be held on 10 October 2014. During SR Luxpo 2014, the Organizing Committee of the SR Luxpo, together with China Soong Ching Ling Foundation and Jackie Chan Charitable Foundation Beijing, will jointly hold the fifth "Sparkle Roll Peak Charity Night" themed "Boundless Charity • Together We Work" in the evening on 11 October 2014. We will lead the independent, niche and luxury brands from all over the world to radiate the positive energy of the honorable brands culture platform, which is also a platform to gather celebrities and elites from various sectors to take part in charity business.



The numerous VIPs which are the cooperative partners attended the press conference included: Tang Jiuhong, Minister of China Soong Ching Ling Foundation, Mr. Zheng Haojiang, Deputy Chairman and CEO of Sparkle Roll Group, Ms. Linda Guo, Vice Chairman & Executive Secretary-General of the SR Luxpo Organizing Committee, Kumpel Duan, Editor-In-Chief of SR Magazine, Mr. Lin Yueping, well- known Chinese contemporary ink painter, Ms. Jie Xiaomo, Brand Design Director of Su Jie Art Works Commercial Trading (Beijing) Company Limited, Mr. Li Yunfei, Assistant President of Brand Image Consultant Company Limited, Mr. Shi Qiang, Founder of New Yorker's Love Catering Management (Beijing) Company Limited, Mr. Liu Shiwei, Regional Sales Director of Hainan Lv Cheng Gao Di Investment Company Limited, Mr. Gao Yu, CEO of Hang An Culture Media (Beijing) Company Limited, Ms. Liu Zheng, General Manager of Beijing Song Ya Feng Culture Media Limited Liability Company and Producer of <Song Ya Feng Art Magazine>, Mr. Luo Chao, Sales and Marketing Manager of Shou Chuang Chao Yang Property Development Company Limited, and Golden Li Fang International Advertising (Beijing) Company Limited.

Launch of <Boundless Charity • Together We Work> Sparkle Roll Peak Charity Night



Tang Jiuhong, Minister of China Soong Ching Ling Foundation, delivered her speech

At the beginning, Tang Jiuhong, Minister of China Soong Ching Ling Foundation, delivered her speech, and wished the Charity Night a great success with the strong collaboration with Sparkle Roll Group. Throughout our continuing attention on charity affairs, we hoped that we will influence more elites in the luxury sector and brands to join us to highlight the brands participating in the Charity Night and actively promote the Chinese charity affairs.



Ms. Linda Guo, Vice Chairman & Executive Secretary-General of the SR Luxpo Organizing Committee, delivered her speech

Subsequently, Ms. Linda Guo, Vice Chairman & Executive Secretary-General of the SR Luxpo Organizing Committee, said Sparkle Roll's dedication to making sustainable efforts in charity, and being a positive model to Chinese companies, is the detrimental vision of Sparkle Roll Group. The Sparkle Roll Peak Charity Night has been held consecutively for four years and this is the fifth year. Since 2014, Sparkle Roll Group has been collaborating with Jackie Chan Charitable Foundation Beijing, and this year, it is the Group's second collaboration with China Soong Ching Ling Foundation to hold this Charity Night. Regardless of the number of auction items and proceeds made, our main objective is to motivate more independent, niche and luxury brands to join us to show positive power of brands.

The 2014 SR Luxpo is coming soon. It is considered as a big feast of niche brands, with the participation of numerous brands coming from different countries. In addition, a number of specialty zones are set for different exhibitors. For our business partners, we have 12 high-end property developers and 7 private banks. We are expert in understanding the needs of people from top of the social pyramid, and the promotional coverage through cooperative media is extensive, so we are able to precisely deliver the highlights to the target audiences and achieve best brand promotion effects.

During the auction session of the Sparkle Roll Peak Charity Night, the most famous Italian motorcycles watch company, CT Contatempo Scuderia donated two fine motorcycles watches to the Charity Night and the watches were displayed at the event, to show the support to Chinese charity activities from independent, niche and luxury brands.



Chinese contemporary ink painter, Mr. Lin Yueping demonstrated inscriptions of "Boundless Charity" ("善行卓远") at the Charity Night Launch Ceremony

Chinese contemporary ink painter, Mr. Lin Yueping donated two of his paintings to this year's Sparkle Roll Peak Charity Night as the auction item, after display of the paintings, Mr. Lin Yueping demonstrated inscriptions of 'Boundless Charity" ("善行卓远") and donated the inscriptions to the Sparkle Roll Peak Charity Night, to wish the 2014 Luxpo and the Sparkle Roll Peak Charity Night a great success.



The Opening Ceremony of the Sparkle Roll Peak Charity Night

After the signing ceremony held between the three parties of Ms.Linda Guo on behalf of Jackie Chan Charitable Foundation Beijing, Ms. Tang Jiuhong, Minister of of China Soong Ching Ling Foundation and Mr. Zheng Haojiang, Deputy Chairman, and CEO of Sparkle Roll Group, the opening ceremony of the Sparkle Roll Peak Chairty Night themed <Boundless Charity • Together We work> was officially launched. Mr. Zheng Haojiang, Ms. Linda Guo and Ms. Tang Jiuhong jointly filled the ice sculpture with red wine to form the characters of "Sparkle Roll Peak Charity Night". Since then, the Charity Night launched officially.

Partnership Signing Ceremony

Next, the Partnership Signing Ceremony of the 2014" Luxpo launched officially. The ceremony started with the exhibitors signing ceremony of the SR Luxpo. Chinese contemporary ink painter, Mr. Lin Yueping, Beijing Su Jie Art Works Commercial Trading (Beijing) Company Limited, representatives of Brand Image Consultant Company Limited, New Yorker's Love Catering Management (Beijing) Company Limited and Hainan Lv Cheng Gao Di Investment Company Limited had contract signed and group photos taken with Ms. Linda Guo.

Subsequently, the Strategic Cooperative Media Signing Ceremony was held. Representatives of Hang An Culture Media (Beijing) Company Limited and Beijing Song Ya Feng Culture Media Limited Liability Company engaged in the contract signing and had group photos taken with Ms. Linda Guo to mark the occasion. The Strategic Cooperative Media Signing Ceremony debuted in the press conference. Over 30 media were in cooperation with Sparkle Roll Group, including printed media, online media, outdoor media, etc. The strengthening of media resources played an important role in the promotion of the SR Luxpo and luxury brands.

In addition, at the Sparkle Roll Peak Brands Industry Alliance–Brands Culture Conference Room Signing Ceremony, representative of Shouchuang Chaoyang Real Estates Development Co. Ltd. and Ms. Linda Guo engaged in contract signing, the official contract signing for the Sparkle Roll Brands Culture Conference Room signified the official launch of the precise and in-depth luxury brands culture transmission.



Mr. Zheng Haojiang, Deputy Chairman & CEO of Sparkle Roll Group

After the completion of all ceremonies, Mr. Zheng Haojiang, Deputy Chairman & CEO of Sparkle Roll Group delivered his speech. He expressed that the joined forces and efforts of different parties will add colour to the charity community!

Finally, Mr. Zheng Haojiang, Ms. Linda Guo and all VIPs came on stage and toasted to celebrate the success of the press conference and wish the success of the 2014 SR Luxpo, <Boundless Charity Together We Work> Sparkle Roll Peak Charity Night and Sparkle Roll Peak Brands Industry Alliance-Brands Culture Conference Room. The press conference was brought to a successful close.