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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a profit for the six months ended 30 June 2010 as compared to a loss for the corresponding period in 2009.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Eternity Investment Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that the Group is expected to record a profit for the six months ended 30 June 2010 as compared to a loss for the corresponding period in 2009. The expected profit is mainly attributable to the recognition of a gain on early repayment of convertible note receivable and promissory note receivable. However, such gain is partly offset by a loss on deemed disposal of an associate.

The information contained in this announcement is a preliminary assessment by the Board in accordance with the unaudited consolidated management accounts of the Group. As at the date of this announcement, the Group’s interim results for the six months ended 30 June 2010 have not been finalised, and are subject to review by the Company’s independent external auditors and, if required, necessary adjustments. The Company will announce the unaudited interim results of the Group for the six months ended 30 June 2010 on 30 August 2010.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Eternity Investment Limited
Lei Hong Wai
Chairman

Hong Kong, 18 August 2010

As at the date of this announcement, the Board comprises of two executive Directors, namely, Mr. Lei Hong Wai and Mr. Chan Kin Wah, Billy; and three independent non-executive Directors, namely, Mr. Tang Chak Lam, Gilbert, Mr. Hung Hing Man and Mr. Wan Shing Chi.