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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board announces that Mr. Cheung has been appointed as executive Director with effect from 1 February 2011.

The board (the “**Board**”) of directors (the “**Directors**”) of Eternity Investment Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that Mr. Cheung Kwok Wai, Elton (“**Mr. Cheung**”) has been appointed as executive Director of the Company with effect from 1 February 2011.

Mr. Cheung, aged 44, has over 20 years of experience in the area of corporate finance and securities industries. He holds a Master Degree in Accounting and Finance of the University of Lancaster, England. Mr. Cheung joined the Group as general manager of a subsidiary of the Company (the “**Subsidiary**”) in February 2010. He is responsible for overseeing daily operations of the Subsidiary. Mr. Cheung was an executive director of Brilliant Arts Multi-Media Holding Limited (now known as Xing Lin Medical Information Technology Company Limited), a company listed on Growth Enterprise Market of the Stock Exchange of Hong Kong Limited, during the period from 27 August 2008 to 24 June 2009.

Mr. Cheung is the elder brother of Mr. Cheung Kwok Fan who is the ultimate beneficial owner of Thought Diamond International Limited, a shareholder of the Company that owns 106,000,000 shares of the Company (the “**Shares**”), representing approximately 9.62% of the issued share capital of the Company.

As at the date of this announcement, Mr. Cheung (1) does not have any relationship with directors, senior management or substantial or controlling shareholder (as defined in The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) of

the Company; (2) save for the 106,000,000 Shares hold by his brother as disclosed above, is not interested in any Shares or underlying Shares within the meaning of Part XV of the Securities and Futures Ordinance; and (3) save as disclosed above, did not hold any other directorships in listed public companies in the last three years and does not hold any other position with the Company or other members of the Group.

There is no service contract entered into between the Company and Mr. Cheung. Mr. Cheung is not appointed for a specific term. He will hold office until the next annual general meeting of the Company and will then be eligible for election; thereafter he will be subject to retirement by rotation and re-election in accordance with the articles of association of the Company. Mr. Cheung will be entitled to an annual director's fee of HK\$120,000, which is determined by the Board with reference to his duties and responsibility in the Company.

Save as disclosed above, there is no information relating to Mr. Cheung that is required to be disclosed pursuant to paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules and there is no other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its warmest welcome to Mr. Cheung for joining the Board.

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

Hong Kong , 1 February 2011

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