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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

DELAY IN DESPATCH OF CIRCULAR

As additional time is required for Eternity to finalise the financial information contained in the Circular, the despatch date of the Circular will be postponed to a date falling on or before 29 April 2011.

This announcement is made pursuant to Rule 14.36A of the Listing Rules.

Reference is made to the joint announcement (the “**Announcement**”) issued by China Star Entertainment Limited and Eternity Investment Limited (“**Eternity**”) dated 9 February 2011 in respect of, amongst other things, the proposed subscription of convertible bonds of China Star Entertainment Limited. Terms used herein shall have the same meanings as defined in the Announcement unless defined otherwise.

As stated in the Announcement, a circular (the “**Circular**”) of Eternity containing, among other things, further details of the Subscription and notice of the Eternity SGM will be despatched to the Eternity Shareholders on or before 31 March 2011. As additional time is required for Eternity to finalise the financial information contained in the Circular, the despatch date of the Circular will be postponed to a date falling on or before 29 April 2011.

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

Hong Kong, 31 March 2011

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