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## **ETERNITY INVESTMENT LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **OPEN OFFER ON THE BASIS OF FIVE OFFER SHARES FOR EVERY ONE EXISTING SHARE HELD ON THE RECORD DATE**

### **COMMENCEMENT OF DEALINGS IN THE SHARES ON AN EX-ENTITLEMENT BASIS**

Reference is made to announcement of Eternity Investment Limited (the “**Company**”) dated 7 June 2011, the circular (the “**Circular**”) of the Company dated 28 June 2011 and the special general meeting of the Company held on 14 July 2011 in relation to the Open Offer. Capitalised terms used in this announcement shall have the same meanings as defined in the Circular, unless defined otherwise.

Pursuant to the expected timetable of the Open Offer in the Circular, the last day of dealings in the Shares on a cum-entitlement basis was Friday, 15 July 2011.

Dealings in the Shares on an ex-entitlement basis shall commence on Monday, 18 July 2011.

**Shareholders and potential investors are advised to exercise extreme caution when dealing in the Shares and, if they are in any doubt about their position, they should consult their professional adviser(s).**

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

Hong Kong, 15 July 2011

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