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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

FURTHER DELAY IN DESPATCH OF CIRCULAR

As additional time is required for the Company to finalise the financial information contained in the Circular, the despatch date of the Circular will be further postponed to a date falling on or before 6 September 2011.

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

Reference is made to the announcements of Eternity Investment Limited (the “**Company**”) dated (i) 11 April 2011 (the “**Announcement**”) in respect of the Acquisition; and (ii) 27 June 2011 (the “**Delay Announcement**”) in relation to the delay in despatch of circular (the “**Circular**”) of the Company in relation to the Acquisition. Terms used herein shall have the same meanings as defined in the Announcement unless defined otherwise.

As stated in the Delay Announcement, the Circular containing, among other things, further details of the Acquisition and notice of the SGM will be despatched to the Shareholders on or before 29 July 2011. As additional time is required for the Company to finalise the financial information contained in the Circular, the despatch date of the Circular will be further postponed to a date falling on or before 6 September 2011.

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

Hong Kong, 29 July 2011

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