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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 the Company 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 21 November 2011.

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

Reference is made to the announcements (the “**Announcements**”) of Eternity Investment Limited (the “**Company**”) dated 2 June 2011 and 10 June 2011 in respect of the proposed acquisition of the entire issued share capital of Adelio Holdings Limited (the “**Acquisition**”). Reference is also made to the Company’s announcement dated 30 September 2011 (the “**Delay Announcement**”) in respect of the delay in despatch of circular of the Company in respect of the Acquisition. Terms used herein shall have the same meanings as those defined in the Announcements unless defined otherwise.

As stated in the Delay Announcement, the Circular containing, among other things, details of the Acquisition and notice of the SGM is expected to be despatched to the Shareholders on or before 31 October 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 postponed to a date falling on or before 21 November 2011.

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

Hong Kong, 31 October 2011

As at the date of this announcement, the Board comprises of three executive Directors, namely, Mr. Lei Hong Wai, Mr. Cheung Kwok Wai, Elton and Mr. Chan Kin Wah, Billy; one non-executive Director, namely, Mr. Cheung Kwok Fan; and three independent non-executive Directors, namely, Mr. Hung Hing Man, Mr. Wan Shing Chi and Mr. Ng Heung Yan.