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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

UNUSUAL PRICE AND VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board of directors (the “**Board**”) of Eternity Investment Limited (the “**Company**”) has noted the increases in the price and trading volume of the shares of the Company today and wishes to state that it is not aware of any reasons for such increases, save and except for the Company currently being in preliminary discussion regarding a proposed subscription (the “**Proposed Subscription**”) of a convertible bond to be issued by a Hong Kong private company where no terms have been reached. The Company will make further announcement when the Proposed Subscription materialises and/or if the Company enters into any definitive agreement regarding the Proposed Subscription.

Save as disclosed above, the Board also confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”), neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Shareholders and/or potential investors of the Company should note that the Proposed Subscription may or may not materialise and accordingly are advised to exercise caution when dealing in the shares of the Company.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this announcement.

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

Hong Kong, 6 February 2012

As at the date of this announcement, the Board comprises 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. Wan Shing Chi, Mr. Ng Heung Yan and Mr. Wong Tak Chuen.