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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 (the “**Board**”) of directors (the “**Directors**”) of Eternity Investment Limited (the “**Company**”) has noted the decrease in the price and the increase in the trading volume of the shares (the “**Shares**”) of the Company today and wishes to state that it is not aware of any reasons for such movements, save and except for:

- (a) the capital reorganisation announced by the Company on 30 March 2012 becoming effective today;
- (b) the appointment of a sole and exclusive property agent for marketing and selling the investment properties in Kwun Tong in whole or in part as disclosed in the Company’s 2011 annual report remains in force, but no sale negotiations are in progress as at the date of this announcement;
- (c) Mr. Lei Hong Wai, the Chairman of the Board and an executive Director, Mr. Cheung Kwok Wai, Elton, an executive Director, and Mr. Cheung Kwok Fan, the non-executive Director, are contemplating to inject their entire interests in the Shares into an investment holding company for the purpose of that company becoming a substantial shareholder of the Company; and
- (d) the Company is currently in discussion regarding a possible acquisition of the shares in a company listed on the Stock Exchange which, if materialises, will constitute a notifiable transaction for the Company under the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”). At the date of this announcement, no definitive agreement has been entered into in relation to such possible acquisition. A further announcement will be made as and when applicable.

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 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.

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, 9 May 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.