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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)
(Stock Code: 764)

MONTHLY PROGRESS OF CONVERSION OF CONVERTIBLE BONDS OF CHINA STAR ENTERTAINMENT LIMITED AND POSSIBLE DISPOSAL OF EQUITY INTEREST IN CHINA STAR ENTERTAINMENT LIMITED

Reference is made to the announcement of Eternity Investment Limited (the "Company") dated 18 February 2013 and the circular of the Company dated 11 June 2013 (the "Circular") relating to the conversion of bonus convertible bonds of China Star Entertainment Limited ("China Star") and the possible disposal of equity interest in China Star. Reference is also made to the poll results announcement of the Company dated 28 June 2013. Capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

As stated in the Circular, to keep the Shareholders and the investing public informed on the progress of the Disposal and the conversion of the Bonus CBs and the 8% CBs held by the Group, the Company will publish an announcement at the end of each month, starting from the end of the month on which the Disposal is approved by the Shareholders until all of the Disposable China Star Shares have been disposed of or the last day of the 12-month period from the date on which the Disposal is approved by the Shareholders, whichever is earlier.

The Directors would like to inform the Shareholders and the investing public that the progress of the Disposal and the conversion of the Bonus CBs and the 8% CBs during October 2013 are as follows:

A. CHINA STAR SHARES

					Aggregate number
	Number of China	Number of China			of China Star
	Star Shares	Star Shares			Shares disposed
	allotted and issued	allotted and issued			of by the Group
	to the Group	to the Group	Number of China		during the period
Number of China	pursuant to the	pursuant to the	Star Shares	Number of China	from the date of
Star Shares held by	conversion of the	conversion of the	disposed of by the	Star Shares held	the SGM and up
the Group as at	Bonus CBs during	8% CBs during	Group during	by the Group as at	to 31 October
1 October 2013	the month	the month	the mouth	31 October 2013	2013
0	0	1,136,363,636	1,136,363,636	0	2,048,334,650

B. THE BONUS CBs

	Principal amount of the			
	Bonus CBs converted		Number of China	Number of China Star
	into China Star Shares		Star Shares allotted	Shares which may be
	by the Group at an		and issued to the	allotted and issued to
Principal amount of the	initial conversion price	Principal amount of	Group pursuant	the Group pursuant
Bonus CBs held by the	of HK\$0.01 per China	the Bonus CBs held	to the conversion	to the conversion of
Group as at 1 October	Star Share during the	by the Group as at	of the Bonus CBs	the Bonus CBs as at
2013	month	31 October 2013	during the month	31 October 2013
HK\$0	HK\$0	HK\$0	0	0

C. THE 8% CBs

	Principal amount of			
	the 8% CBs converted			
	into China Star			Number of China Star
	Shares by the Group		Number of China	Shares which may be
	at an adjusted		Star Shares allotted	allotted and issued to
Principal amount of the	conversion	Principal amount of	and issued to the	the Group pursuant
8% CBs held by the	price of HK\$0.11	the 8% CBs held	Group pursuant to the	to the conversion of
Group as at 1 October	per China Star Share	by the Group as at	conversion of the 8%	the 8% CBs as at
2013	during the month	31 October 2013	CBs during the month	31 October 2013
HK\$350,000,000	HK\$125,000,000	HK\$225,000,000	1,136,363,636	2,045,454,545

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

Chairman

Hong Kong, 1 November 2013

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.