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## **Sparkle Roll Group Limited**

**耀萊集團有限公司\***

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 970)**

### **POSITIVE PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that based on a preliminary assessment of the financial position of the Group, it is expected that the second half of the financial year ended 31 March 2010 would record a significant improvement in profit as compared to the net profit of approximately HK\$35,659,000 recorded in the interim results of the Group for the six months ended 30 September 2009. Therefore, the annual results of the Group for the financial year ended 31 March 2010 would record a significant turnaround as compared to a net loss of approximately HK\$189,969,000 in the prior financial year, attributable to the encouraging performance of the luxury goods division.

**The Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by Sparkle Roll Group Limited (the “Company”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The Board wishes to inform the Shareholders and potential investors that based on a preliminary assessment of the financial position of the Group, it is expected that the second half of the financial year ended 31 March 2010 would record a significant improvement in profit as compared to the net profit of approximately HK\$35,659,000 recorded in the interim results of the Group for the six months ended 30 September 2009. Therefore, the annual results of the Group for the financial year ended 31 March 2010 would record a significant turnaround as compared to a net loss of approximately HK\$189,969,000 in the prior financial year, attributable to the encouraging performance of the luxury goods division.

The Group is principally engaged in (i) trading of luxury automobiles, watches and jewellery in the PRC (excluding Hong Kong and Macau) and trading of fine wines in the PRC; and (ii) comics and animation development.

The Company is still in the process of finalizing the annual results for the financial year ended 31 March 2010. The information contained in this announcement is only a preliminary assessment by the Directors of the Group and is not based on any figures or information which has been audited or reviewed by the Company's auditors. The Company's annual results for the financial year ended 31 March 2010 is expected to be published before the end of June 2010.

**The Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Sparkle Roll Group Limited**  
**Tong Kai Lap**  
*Chairman*

Hong Kong, 13 April 2010

*As at the date of this announcement, the Company has three executive Directors, one non-executive Director and three independent non-executive Directors. The executive Directors are Mr. Tong Kai Lap, Mr. Zheng Hao Jiang and Mr. Zhao Xiao Dong. The non-executive Director is Mr. Zhang Si Jian. The independent non-executive Directors are Mr. Choy Sze Chung, Jojo, Mr. Lam Kwok Cheong and Mr. Lee Kang Bor, Thomas.*

*\* For the purpose of identification only*