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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 pursuant to Rule 13.09 of the Listing Rules.

The Board of the Company wishes to inform the shareholders of the Company and potential investors that the Group may record a significant increase in profit for the year ended 31 March 2011 as compared to the profit recorded in the last financial year ended on 31 March 2010.

This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group, which has not been confirmed nor audited by the Company's auditor.

Shareholders of the Company 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 the Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

* for identification purpose only

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that the Group may record a significant increase in profit for the year ended 31 March 2011 as compared to the profit recorded in the last financial year ended on 31 March 2010.

This positive profit alert announcement is only based on the preliminary review by the Board on the management accounts of the Company, which has not been confirmed nor audited by the Company’s auditor. According to management accounts, not audited nor reviewed by auditors of the Company, total revenue for the second half of the financial year ended 31 March 2011 reported a substantial growth compared with that for the first half of the same financial year. As such, the Board estimated that there would be significant improvement of the operating result for the full year ended 31 March 2011.

The annual results of the Company for the year ended 31 March 2011 is expected to be announced by the end of June 2011. Shareholders of the Company and potential investors are advised to read the annual results announcement of the Company when it is published. **Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by the order of the Board, of which the directors individually and jointly accept responsibility for the accuracy of the information contained in this announcement.

By order of the Board of
Sparkle Roll Group Limited
Tong Kai Lap
Chairman and Executive Director

Hong Kong, 11 May 2011

As at the date of this announcement, the Company has three executive Directors, three non-executive Directors 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 Directors are Mr. Zhang Si Jian, Mr. Gao Yu and Mr. Qi Jian Wei. The independent non-executive Directors are Mr. Choy Sze Chung, Jojo, Mr. Lam Kwok Cheong and Mr. Lee Kang Bor, Thomas.