

Unless otherwise defined, terms and expressions used in this announcement shall have the same meanings as those defined in the prospectus dated 29 September 2009 (the “Prospectus”) issued by Eternite International Company Limited (the “Company”).

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ETERNITE INTERNATIONAL COMPANY LIMITED

永恒國際股份有限公司*

(incorporated in Bermuda with limited liability)

LISTING ON THE GROWTH ENTERPRISE MARKET OF THE STOCK EXCHANGE OF HONG KONG LIMITED BY WAY OF PLACING

| | | |
|---------------------------------|----------|---|
| Number of Placing Shares | : | 160,000,000 Placing Shares comprising 80,000,000 New Shares and 80,000,000 Sale Shares |
| Placing Price | : | HK\$0.25 per Share (payable in full on application, plus brokerage fee of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%) |
| Nominal value | : | HK\$0.01 each |
| GEM Stock code | : | 8351 |

Sponsor and Joint Lead Manager



Sole Bookrunner and Joint Lead Manager



KINGSTON SECURITIES LIMITED

- The 160,000,000 Shares initially offered by the Company under the Placing were moderately over-subscribed.
- 160,000,000 Shares have been conditionally allocated to a total of 111 selected professional, institutional and other investors.
- Immediately after completion of the Placing, the Conversion and the Capitalisation Issue, the public float of the Company will be approximately 33.33% of the enlarged issued share capital of the Company.
- The Directors confirm that all placees under the Placing are independent of and not connected with any of the Directors, chief executive, Controlling Shareholder or substantial Shareholders of the Company or any of its subsidiaries, and their respective associates or any person or group of persons as stated in Rule 10.12(4) of the GEM Listing Rules or any nominees of the foregoing.
- Dealings in the Shares on GEM are expected to commence at 9:30 a.m. on Wednesday, 7 October 2009.
- **Investors should be aware that the concentration of Shareholders may affect the liquidity of the Shares in the secondary market. Shareholders and potential investors are advised to exercise caution when dealing in the Shares.**

The Placing for the 160,000,000 new Shares initially offered by the Company under the Placing was moderately over-subscribed.

RESULTS OF ALLOCATION

Pursuant to the Placing, 160,000,000 Shares have been conditionally allocated to a total of 111 selected professional, institutional and other investors. The distribution of the Placing Shares is set out below:

| | Aggregate number of Placing Shares allocated | Approximate percentage of the total number of Placing Shares allocated (i.e. 160,000,000 Shares) | Approximate percentage of shareholding over the enlarged issued share capital of the Company immediately after completion of the Placing (i.e. 480,000,000 Shares) |
|----------------------------|---|---|---|
| Top placee (<i>Note</i>) | 20,000,000 | 12.50% | 4.17% |
| Top 5 placees | 91,000,000 | 56.88% | 18.96% |
| Top 10 placees | 132,000,000 | 82.50% | 27.50% |
| Top 25 placees | 158,200,000 | 98.88% | 32.96% |

Number of Placing Shares Allocated

Number of placees

| | |
|------------------------|----|
| 10,000 to 100,000 | 88 |
| 100,001 to 500,000 | 5 |
| 500,001 to 1,000,000 | 1 |
| 1,000,001 to 2,000,000 | 2 |
| 2,000,001 to 5,000,000 | 6 |
| 5,000,001 and above | 9 |

Note: There were three top placees, each of whom was conditionally allocated 20,000,000 Placing Shares under the Placing.

The Directors confirm that all placees under the Placing are independent of and not connected with any of the Directors, chief executive, Controlling Shareholder or substantial Shareholders of the Company or any of its subsidiaries, and their respective associates or any person or group of persons as stated in Rule 10.12(4) of the GEM Listing Rules or any nominees of the foregoing.

Investors should be aware that the concentration of Shareholders may affect the liquidity of the Shares in the secondary market. Shareholders and potential investors are advised to exercise caution when dealing in the Shares.

MINIMUM PUBLIC FLOAT REQUIREMENT

Pursuant to Rule 11.23 of the GEM Listing Rules, the Company is required to maintain a public float of not less than 25% of its total issued share capital at the time when the Shares commence dealings on GEM and at all times thereafter. Immediately after completion of the Placing, the Conversion and the Capitalisation Issue, the public float of the Company will be approximately 33.33% of the enlarged issued share capital of the Company.

DEPOSIT OF SHARE CERTIFICATES INTO CCASS

Subject to the granting of the listing of, and permission to deal in, the Shares on GEM and the compliance by the Company with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or such other date as determined by HKSCC.

Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time.

The share certificates issued in respect of the Placing Shares will be deposited into CCASS on Tuesday, 6 October 2009 for credit to the respective CCASS participants' stock accounts or investor participants' stock accounts of the Bookrunner, the placees or their agents (as the case may be). Prospective investors of the Placing Shares should note that the Bookrunner (on behalf of the Underwriters) is entitled to terminate its obligations under the Underwriting Agreement by notice in writing to the Company given by the Bookrunner (on behalf of the Underwriters), upon the occurrence of any of the events set forth under the sub-section headed "Grounds for termination" in the section headed "Underwriting" of the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date. In the event that the Placing and the Underwriting Agreement are terminated, an announcement will be published by the Company on the GEM website and the Company's website at www.eternity-jewelry.com accordingly.

COMMENCEMENT OF DEALINGS

Dealings in the Shares on GEM are expected to commence at 9:30 a.m. on Wednesday, 7 October 2009.

If there is any change to the expected timetable, an announcement will be published immediately by the Company on the GEM website and the Company's website at www.eternity-jewelry.com. The Shares will be traded in board lots of 10,000 Shares each.

By Order of the Board
Eternite International Company Limited
So Chun Kai
Executive Director

Hong Kong, 6 October 2009

As at the date of this announcement, the executive Directors are Mr. So Chun Kai, Mr. Cheng Kwong Sai, Paul and Mr. Cheung Kwok Fan and the independent non-executive Directors are Mr. Chan Kin Wah, Billy, Mr. Ng Heung Yan and Mr. Lei Hong Kuong.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving the information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, (i) the information contained in this announcement is accurate and complete in all material aspects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for 7 days from the date of its posting. This announcement will also be posted on the Company's website at www.eternity-jewelry.com.

* *For identification purpose only.*