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This announcement, for which the directors of the Company (“Directors”) collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving 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.



LONG SUCCESS INTERNATIONAL (HOLDINGS) LIMITED
百齡國際 (控股) 有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 8017)

ANNOUNCEMENT

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The Directors of Long Success International (Holdings) Limited (the “**Company**”) has noted today’s increase in price and trading volume of the shares of the Company and wishes to state that we are not aware of any reasons for such fluctuations, except for (1) the major and connected transaction and (2) the proposed right issue with bonus share as disclosed in the announcement and circular of the Company dated 4 June 2007 and 28 June 2007 respectively.

Save as disclosed above, the Directors also confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapter 19 to 20 of the GEM Listing Rules, neither are the Directors aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

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

* For identification purpose only

Made by the order of the Board, the Directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board
Long Success International (Holdings) Limited
Wong Kam Leong
Chairman

Hong Kong, 13 July 2007

As at the date hereof, the executive Directors are Mr. Wong Kam Leong, Mr. Lai Cho Wai and Mr. Ma Chon; and the independent non-executive Directors are Mr. Leong Meng Wa, Mr. Ng Kwok Chu, Winfield and Mr. Ng Chau Tung, Robert.

This announcement will remain on the “Latest Company Announcements” page of the GEM website for 7 days from the date of its publication.