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

(incorporated in Bermuda with limited liability)

(Stock Code: 8017)

RESIGNATION AND APPOINTMENT OF DIRECTORS

The Board announces that:-

- (i) Mr. Lai Cho Wai has resigned as an executive director of the Company with effect from 29 August 2007;
- (ii) Mr. Ieong Meng Wa has resigned as an independent non-executive director of the Company and a member of the Audit Committee and Remuneration Committee with effect from 29 August 2007;
- (iii) Mr. Hui Siu Lun has been appointed as an executive director of the Company with effect from 14 September 2007; and
- (iv) Mr. Leung Kar Loon, Stanley has been appointed as an independent non-executive director of the Company and a member of the Audit Committee and Remuneration Committee with effect from 14 September 2007.

RESIGNATION OF DIRECTORS

The board of directors (the “Board”) of Long Success International (Holdings) Limited (the “Company”) announces that with effect from 29 August 2007, Mr. Lai Cho Wai (“Mr. Lai”) resigned as an executive Director of the Company and Mr. Ieong Meng Wa (“Mr. Ieong”) resigned as an independent non-executive director and a member of the audit committee of the Company (“Audit Committee”) and remuneration committee of the Company (“Remuneration Committee”). Both Mr. Lai and Mr. Ieong have found it increasingly difficult to dedicate sufficient time to fully discharge their responsibilities as directors of the Company as a result of their forthcoming busy work schedule.

Both Mr. Lai and Mr. Ieong have confirmed respectively that they have no disagreement with the Board and there are no matters that need to be brought to the attention of holders of securities of the Company in relation to their resignations.

The Board is grateful to Mr. Lai and Mr. Ieong for their contribution to the Company during their tenure of office.

APPOINTMENT OF DIRECTORS

The Board also announces that Mr. Hui Siu Lun (“Mr. Hui”) has been appointed as an executive director and Mr. Leung Kar Loon, Stanley (“Mr. Leung”) has been appointed as an independent non-executive director and a member of the Audit Committee and Remuneration Committee, both with effect from 14 September 2007.

Mr. Hui, aged 53, holds a Bachelor of Science degree in Electronic Engineering from University of Southampton. He has developed considerable experience in business management and engineering by serving key management positions in a number of private companies in Hong Kong and the United Kingdom.

Mr. Hui did not hold any directorships in any listed public companies in the last three years and does not hold any other positions with the Company or other members of the Group.

There is no service contract between the Company and Mr. Hui and he has no fixed term of service with the Company, and is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the Bye-laws of the Company. Mr. Hui is entitled to a director’s fee of HK\$10,000 per month, which was determined by the Board with reference to his duties and responsibilities and the prevailing market conditions.

Mr. Leung, aged 30, holds a Bachelor of Business Administration degree from Simon Fraser University and has a certificate in hospitality management from the University of Hong Kong and a certificate in internet marketing from University of British Columbia, Canada. He has worked in various private companies in China and Canada and has vast experience in business management, sales and marketing.

Mr. Leung did not hold any directorships in any listed public companies in the last three years and he does not hold any other positions with the Company or other members of the group.

There is no service contract between the Company and Mr. Leung and he has no fixed term of service with the Company, and is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the Bye-laws of the Company. Mr. Leung is entitled to a director’s fee of HK\$50,000 per annum, which was determined by the Board with reference to his duties and responsibilities and the prevailing market conditions.

Both Mr. Hui and Mr. Leung do not have any relationships with any directors, senior management, substantial or controlling shareholder of the Company nor do they have any interests in the shares in the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) as at the date of this announcement.

Save as disclosed above, both Mr. Hui and Mr. Leung are not aware of any other matters that need to be brought to the attention of the holders of securities of the Company nor is there any information to be disclosed by the Company pursuant to any of the requirements under rule 17.50(2) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited.

The Board takes this opportunity to welcome Mr. Hui and Mr. Leung to join the Board.

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

Hong Kong, 29 August 2007

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

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** For identification purposes only*