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ONGLIFE GROUP HOLDINGS LIMITED

朗力福集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8037)

PROFIT WARNING

The Board wishes to inform the shareholders of the Company and investors that it is expected that the Group will record a net loss after tax for the year ending 30 September 2007.

Shareholders of the Company and investors should exercise caution when dealing in the shares of the Company.

This statement is made pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprises Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”).

The board of directors (the “Board”) of Longlife Group Holdings Limited (the “Company”) wishes to inform the shareholders of the Company and investors that it is expected that the Company and its subsidiaries (collectively the “Group”) will record a net loss after tax for the year ending 30 September 2007. The loss was principally due to the continued competitive market environment for consumer products industry which in turn cut into the profit margin of the existing products of the Group for the year.

As the final results are yet to be realised by the end of September 2007 and audited financial statements of the Group for the year ending 30 September 2007 are yet to be finalised and are subject to review by the auditors, the Board is not able to advise the exact amount of the loss at present. The profit warning announcement is derived from the preliminary assessment by the Company’s management based on the Group’s management account and forecast up to 30 September 2007. Investors are advised to read carefully the Group’s audited financial statements which are expected to be announced in December 2007.

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

By Order of the Board
Longlife Group Holdings Limited

Mr. Yao Feng
Chairman

Hong Kong, 10 September 2007

As at the date of this announcement, the executive directors of the Company are Mr. Yao Feng, Mr. Zhang San Lin, Mr. Yang Shun Feng and Mr. Sha Hai Bo; the non-executive director of the Company is Mr. Lo Wing Yat, Kelvin and the independent non-executive directors of the Company are Mr. Yu Jie, Mr. Yin Jing Le and Mr. Luk Yu King, James.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) 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 for at least 7 days from the date of its publication.