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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)

PROFIT WARNING

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rules.

The Board of the Company wishes to inform the shareholders of the Company and potential investors that it is expected that the unaudited results of the Group for the three months ended 30 June 2009 may experience a significant increase in loss as compared to the same period of 2008 as a result of the substantial increase in the non-cash cost associated with equity-settled share options and the decrease in turnover due to economic downturn during the period under review.

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

This announcement is made pursuant to Rule 17.10 of the Rule Governing The Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”).

The board of Directors (the “**Board**”) of Long Success International (Holdings) Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on information currently available, the unaudited first quarter results of the Group for the three months ended 30 June 2009 is expected to record a significant increase in loss as compared to the corresponding period ended 30 June 2008. The loss is mainly due to the substantial increase in the non-cash cost associated with equity-settled share options and the decrease in turnover due to economic downturn during the period under review.

The information contained in this announcement is only based on the preliminary estimates from the unaudited management accounts of the Group for the three months

ended 30 June 2009 which have not yet been finalized as at the date hereof. Shareholders of the Company and potential investors should read the Group's financial results announcement for the three months ended 30 June 2009 carefully, which will be published in August 2009.

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

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

Hong Kong, 31 July 2009

As at the date hereof, the executive Directors are Mr. Wong Kam Leong, Miss Li Jie Yi and Mr. Yip Wai Ki, and the independent non-executive Directors are Mr. Ng Kwok Chu, Winfield, Mr. Ng Chau Tung, Robert and Mr. Cheng Tze Kit, Larry.

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.

This announcement will remain on the "Latest Company Announcements" page of the GEM website (www.hkgem.com) for 7 days from the date of its publication.

* For identification purpose only