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LONGLIFE 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

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 operating results of the Group for the nine months ended 30 June 2009 may experience a substantial decline as compared to the corresponding period of 2008 as a result of decrease in turnover of the business due to changes in selling pattern and 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 (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 potential investors that it is expected that the operating results of the Company and its subsidiaries (collectively the “Group”) for the nine months ended 30 June 2009 may experience a substantial decline as compared to the corresponding period of 2008 as a result of decrease in turnover of the business due to changes in selling pattern and economic downturn during the period under review.

As the Company is still in the process of finalizing the unaudited consolidated results for the nine months ended 30 June 2009, this profit warning announcement is only based on the preliminary assessment by the Board in accordance with the unaudited management accounts of the Group and is not based on any figures or information which has been audited or reviewed by the Company’s auditors. Details of the Group’s performance will be disclosed in the results announcement of the Group for the nine months ended 30 June 2009, which will be published on or before 11 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
Longlife Group Holdings Limited
Zheng Lixin
Chairman

Hong Kong, 3 August 2009

As at the date of this announcement, the executive directors of the Company are Mr. Zheng Lixin, Mr. Zhang San Lin, Mr. Yao Feng, Dr. Seet Lip Chai and Mr. Chen Zhongwei; 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. Chong Cha Hwa and Dr. Yu Hong.

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 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 Announcement” page of the GEM Website at www.hkgem.com for a minimum period of seven days from the day of its posting and on the website of the Company at www.longlifechina.com.