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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)

**APPOINTMENT OF EXECUTIVE DIRECTOR AND
INDEPENDENT NON-EXECUTIVE DIRECTOR, RESIGNATION OF
INDEPENDENT NON-EXECUTIVE DIRECTOR**

The board of directors (the “Board”) of Long Success International (Holdings) Limited (the “Company”) announces that (i) Wu Bing Xiang has been appointed as an executive director of the Company; (ii) Tse Ching Leung has been appointed as an independent non-executive director, audit committee member and remuneration committee member of the Company; and (iii) Cheng Tze Kit, Larry has resigned as an independent non-executive director, audit committee member and remuneration committee member of the Company. The appointments and resignation will take effect from 1 September 2009.

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Wu Bing Xiang (“Mr. Wu”) has been appointed as an executive director of the Company. The appointment will take effect from 1 September 2009.

Mr. Wu, aged 44, is currently the financial director, legal representative and an executive director of Jining Gangning Paper Co, Ltd. in Shandong Province in the People’s Republic of China (“PRC”), a 51%-owned subsidiary of the Company. From 2000 to 2008, Mr. Wu was a deputy general manager and an executive director of a building materials company in the PRC and has extensive experience in management, merchandising and marketing in the PRC.

Save as disclosed above, Mr. Wu did not hold any directorships in any listed public companies in Hong Kong or overseas in the last three years preceding the date of this announcement and he does not hold any other positions with the Company or its subsidiaries as at the date of this announcement.

There is no service contract between the Company and Mr. Wu and Mr. Wu has no fixed term of service with the Company. Mr. Wu 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. Wu is entitled to a director's fee of HK\$20,000 per month which was determined by the Board with reference to his duties and responsibilities and the prevailing market conditions.

Mr. Wu does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company nor does he have any interests in the shares, underlying shares or debentures of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance as at the date of this announcement.

Save as disclosed above, in relation to the appointment of Mr. Wu, the Board is not aware of any information that ought to be disclosed pursuant to the requirements under Rules 17.50(2)(h) to (v) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "GEM Listing Rules"), nor is there any other matters that ought to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to extend its warmest welcome to Mr. Wu in joining the Board.

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR, AUDIT COMMITTEE MEMBER AND REMUNERATION COMMITTEE MEMBER

The Board is pleased to announce that Tse Ching Leung ("Mr. Tse") has been appointed as an independent non-executive director of the Company. He has also been nominated to be a member of each of the audit committee and remuneration committee of the Company on the same date. The appointment will take effect from 1 September 2009.

Mr. Tse, aged 36, holds an accounting degree in The City University of Hong Kong and has more than 10 years experience in professional auditing, accounting and financial management. He is the financial controller and company secretary of Sau San Tong Holdings Limited, a company listed on GEM of The Stock Exchange of Hong Kong Limited. Mr. Tse is an associate member of Hong Kong Institute of Certified Public Accountants.

Save as disclosed above, Mr. Tse did not hold any directorships in any listed public companies in Hong Kong or overseas in the last three years preceding the date of this announcement and he does not hold any other positions with the Company or its subsidiaries as at the date of this announcement.

There is no service contract between the Company and Mr. Tse and Mr. Tse has no fixed term of service with the Company. Mr. Tse is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the by-laws of the Company. Mr. Tse is entitled to a director's fee of HK\$80,000 per annum which was determined by the Board with reference to his duties and responsibilities and the prevailing market conditions.

Mr. Tse does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company nor does he have any interests in the shares, underlying shares or debentures of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance as at the date of this announcement.

Mr. Tse has confirmed that he meets the independence criteria set out in Rule 5.09 of the GEM Listing Rules. Save as disclosed above, in relation to the appointment of Mr. Tse, the Board is not aware of any information that ought to be disclosed pursuant to the requirements under Rules 17.50(2)(h) to (v) of the GEM Listing Rules, nor is there any other matters that ought to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to extend its warmest welcome to Mr. Tse in joining the Board.

RESIGNATION OF INDEPENDENT NON-EXECUTIVE DIRECTOR, AUDIT COMMITTEE MEMBER AND REMUNERATION COMMITTEE MEMBER

The Board announces that Mr. Cheng Tze Kit, Larry ("Mr. Cheng") has resigned as an independent non-executive director, audit committee member and remuneration committee member of the Company due to his other business commitments which require more of his dedications with effect from 1 September 2009. Mr. Cheng has confirmed that he has no disagreement with the Board and there are no matters which should be brought to the attention of the shareholders of the Company in relation to his resignation.

The Board would like to take the opportunity to express its gratitude to Mr. Cheng for his past valuable contributions to the Company.

By order of the Board
Long Success International (Holdings) Limited
Yeung Shun Kee
Company Secretary

Hong Kong, 27 August 2009

As at the date of this announcement, the board of directors comprises three executive directors, namely Mr. Wong Kam Leong, Ms. Li Jie Yi and Mr. Yip Wai Ki; and three independent non-executive directors, namely 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 collectively and individually accept full responsibility, includes particulars given in compliance with 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:-

- 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 at www.hkgem.com for at least 7 days from the date of its posting and on the Company’s website at www.long-success.com.

** for identification purpose only*