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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)

**VOLUNTARY ANNOUNCEMENT
LETTER OF INTENT IN RELATION TO PROPOSED ESTABLISHMENT
OF A JOINT VENTURE COMPANY IN SHANDONG PROVINCE
OF THE PEOPLE'S REPUBLIC OF CHINA**

The Board announces that after trading hours on 19 November 2009, Jining Gangning, an indirect 51%-owned joint venture of the Company, entered into an exclusive Letter of Intent with the JV Partner whereby Jining Gangning has agreed to form the JV Company with the JV Partner to engage in the manufacturing of coated white top kraft liner board, superior coated white top board and kraft liner paperboard in Shandong Province of the PRC subject to the entering into of the Formal Agreement.

The entering into of the Formal Agreement, if it materialises, may constitute a notifiable transaction for the Company under the GEM Listing Rules. Further announcement will be made by the Company when the Formal Agreement is signed.

Shareholders and/or investors should note that the proposed entering into of the Formal Agreement, the establishment of the JV Company and matters relating thereto may or may not proceed and that no legally binding document has been executed. Accordingly, shareholders of the Company are advised to exercise caution when dealing in the securities of the Company.

The board of directors (the "Board") of Long Success International (Holdings) Limited (the "Company") announces that after trading hours on 19 November 2009, Jining Gangning Paper Co, Ltd. ("Jining Gangning"), an indirect 51%-owned joint venture of the Company, entered into an exclusive Letter of Intent (the "Letter of Intent") with 枣庄市华锦纸业有限公司 (Zao Zhuang Hua Jin Paper Co., Ltd.*) (the "JV Partner") whereby Jining Gangning has agreed to form a joint venture company (the "JV Company") with the JV Partner to engage in the manufacturing of coated white top kraft liner board, superior coated white top board and kraft liner paperboard in Shandong Province of the People's Republic of China (the "PRC") subject to the entering into of the Formal Agreement (as defined below).

* *for identification purpose only*

The JV Partner is principally engaged in the manufacturing of superior coated white top board and kraft liner paperboard. It owns three production lines with an annual manufacturing capacity of 200,000 tonnes.

The JV Company, upon its establishment, will be held as to 60% by Jining Gangning and as to 40% by the JV Partner. The registered capital of the JV Company will be RMB20 million, to be contributed by the parties in proportion to their respective shareholdings in the JV Company. The JV Company may acquire the existing production facilities of the JV Partner.

Neither party to the Letter of Intent has any binding obligations to form the JV Company as it is subject to the entering into of a formal agreement (the “Formal Agreement”) in relation to the formation of the JV Company and matters relating thereto.

As at the date of this announcement, discussion is still in progress, and may or may not lead to the Formal Agreement. The entering into of the Formal Agreement, if it materialises, may constitute a notifiable transaction for the Company under the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”). Further announcement will be made by the Company when the Formal Agreement is signed.

The Letter of Intent provides for an exclusivity period of 90 days from the date of the Letter of Intent during which the JV Partner shall refrain from engaging with other third parties in the negotiation and reaching any agreement in respect of the proposed establishment of the JV Company and the transactions contemplated thereunder.

To the best of the directors’ knowledge, information and belief having made all reasonable enquiry, the JV Partner and its ultimate beneficial owner(s) are third parties independent of the Company and its connected persons (as defined under the GEM Listing Rules).

Shareholders and/or investors should note that the proposed entering into of the Formal Agreement and the establishment of the JV Company and matters relating thereto may or may not proceed and that no legally binding document has been executed. Accordingly, shareholders of the Company are advised to exercise caution when dealing in the securities of the Company.

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

Hong Kong, 19 November 2009

As at the date of this announcement, the Board comprises four executive directors, namely Mr. Wong Kam Leong, Ms. Li Jie Yi, Mr. Yip Wai Ki and Mr. Wu Bing Xiang; and three independent non-executive directors, namely Mr. Ng Kwok Chu, Winfield, Mr. Ng Chau Tung, Robert and Mr. Tse Ching Leung.

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