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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 financial year ended 30 September 2009 may experience a substantial decline as compared to the corresponding year of 2008 as a result of decrease in turnover of the business due to changes in selling pattern and economic downturn during the year 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 Rules Governing the Listing of Securities on 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 financial year ended 30 September 2009 may experience a substantial decline as compared to the corresponding year of 2008 as a result of decrease in turnover of the business due to the following reasons:

1. People are more cautious in consumption under the global financial crisis. Discounts are continuous be taken by supermarkets together with increased channel cost. The full operation of new labor law also increases the Group’s labor cost. The shift of sales model falls off the enthusiasm of the sales promoters in short term. The Group was directly and indirectly affected by the downturn of economy, employment environment and shifts of sales model and was recorded operation loss.
2. The direct sales model results in high market distribution, high labor cost and high tax burden over the years. Through hard work, the Group successfully achieves to shift its sales model to wholesale with distributorship and agency base. During the shift of business model, large amount of loss was caused by disposal of goods in short term, supermarket cost and severance pay in streamlining the employees. Over the years, due to the large scale distribution to the supermarkets and less efficiency management of inventory and accounts receivable, the qualities of most assets are different, so the realization value is much lower than book cost. Shift of business model may cause substantial direct book loses.

As the Company is still in the process of finalizing the audited consolidated results for financial year ended 30 September 2009, this profit warning announcement is only based on the preliminary assessment by the Board in accordance with the unaudited consolidated results 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 financial year ended 30 September 2009, which will be published in December 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, 14 December 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 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 GEM Listing Rules 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](http://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](http://www.longlifechina.com).*