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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)

**CHANGE OF CHIEF EXECUTIVE OFFICER,
APPOINTMENT OF EXECUTIVE DIRECTOR,
NON-EXECUTIVE DIRECTOR AND
INDEPENDENT NON-EXECUTIVE DIRECTOR,
RESIGNATION OF EXECUTIVE DIRECTOR, AND
CHANGE OF AUTHORISED REPRESENTATIVE**

The Board announces that (i) Mr. Hu Dongguang has been appointed as an executive director and the Chief Executive Officer of the Company; (ii) Mr. Wong Kam Leong has simultaneously resigned as the Chief Executive Officer of the Company, but remains as an executive director and the Chairman of the Company; (iii) Mr. Zhang Chi has been appointed as a non-executive director of the Company; (iv) Mr. Wang Qingyi has been appointed as an independent non-executive director of the Company; (v) Mr. Yip Wai Ki has resigned as an executive director and an authorised representative of the Company; and (vi) Ms. Li Jie Yi has been appointed as an authorised representative of the Company. The above changes will take effect from 18 January 2010.

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHANGE OF CHIEF EXECUTIVE OFFICER

The board of directors (the “Board”) of Long Success International (Holdings) Limited (the “Company”) is pleased to announce that Mr. Hu Dongguang (“Mr. Hu”) has been appointed as an executive director and the Chief Executive Officer of the Company with effect from 18 January 2010.

Mr. Wong Kam Leong (“Mr. Wong”) has simultaneously resigned as the Chief Executive Officer of the Company, but remains as an executive director and the Chairman of the Company.

Mr. Hu, aged 60, is a senior economist in the People’s Republic of China (“PRC”). Mr. Hu holds a bachelor’s degree in economics from Beijing Economics Institute (now Capital University of Economics and Business)* (北京經濟學院(現首都經貿大學)). Mr. Hu has more than 30 years extensive experience in development planning, capital operations, administration management and sales management.

Mr. Hu also served as the deputy secretary for Food Industries, the Ministry of Light Industries* (輕工業部食品工業司), the managing director of 香港穗華公司, a window company of the Ministry of Light Industries in Hong Kong, the chairman of the Council of China Beverage Industry Association* (中國飲料工業協會), a deputy director of Economic and Trade Division, the Ministry of Light Industries of the PRC* (中國輕工業部經濟貿易部), the assistant to the head of Light Weaving Office of Ningxia Province* (寧夏省輕紡廳), the director of Legal Regulation Office* (法規處), the deputy division chief of Survey and Investigations Division* (調研處), a consultant in the Sixth Specialist Consultant Team of the People's Government of Beijing* (北京人民政府第六屆專家顧問團) and a vice chairman of Chinese Cultural Industries Development Fund* (中國文化產業發展基金).

Save as disclosed above, Mr. Hu 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.

Mr. Hu has entered into a service contract with the Company for a term of three years commencing on 18 January 2010. His appointment 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 and is subject to termination by inter alia either party giving not less than three months' written notice. Mr. Hu is entitled to annual emoluments of HK\$360,000 and discretionary bonus, which was determined by the Board with reference to his duties and responsibilities and the prevailing market conditions.

Mr. Hu 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. Hu, 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.

Following the above appointment, the roles of Chairman and Chief Executive Officer of the Company are separated in accordance with code provision A.2.1 of the code on corporate governance practices as set out in Appendix 15 of the GEM Listing Rules.

The Board would like to express its warmest welcome to Mr. Hu in joining the Board and extend its sincerest gratitude to Mr. Wong for his valuable contribution to the Company during his tenure as the Chief Executive Officer of the Company.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Zhang Chi (“Mr. Zhang”) has been appointed as a non-executive director of the Company with effect from 18 January 2010.

Mr. Zhang, aged 44, has become a qualified lawyer in the PRC since 1987. Mr. Zhang is currently working with Zhong Yuan Law Firm in Guangdong Province. Mr. Zhang is also a vice chairman of Guangdong Lawyers Association (廣東省律師協會) and a honorary chairman of Zhongshan Lawyers Association (中山市律師協會). Mr. Zhang specialises in civil and commercial law, environmental law and financial and securities law in the PRC.

Mr. Zhang is holding and has held various public offices, including being a member of the Sixth Council of All China Lawyers Association* (中華全國律師協會), a member of the Tenth Zhongshan Municipality Committee of the Chinese People’s Political Consultative Conference* (政協中山市第十屆委員會), a legal adviser to Zhongshan Municipal People’s Government* (中山市人民政府), a member of Guangdong Returned Overseas Chinese Adolescent Committee* (廣東省僑青委), an arbitrator of Guangzhou Arbitration Commission* (廣州仲裁委員會), the PRC legal adviser to Ocean Junior Chamber, Hong Kong* (香港浩洋青年商會), and a legal adviser to a number of listed companies and large enterprises in Hong Kong and the PRC.

Mr. Zhang is the PRC legal adviser to the Company and a director of Jining Gangning Paper Co, Ltd., a subsidiary of the Company in Shandong Province in the PRC. Save as disclosed herein, Mr. Zhang 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. Zhang and Mr. Zhang has no fixed term of service with the Company. Mr. Zhang 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. Zhang is entitled to a director’s fee of HK\$120,000 per annum which was determined by the Board with reference to his duties and responsibilities and the prevailing market conditions.

Mr. Zhang is interested in 36,350,000 shares of HK\$0.04 each, representing approximately 3.34% of the issued share capital of the Company as at the date of this announcement. Save as disclosed herein, Mr. Zhang does not 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, nor does he have any relationships with any directors, senior management, substantial or controlling shareholders of the Company.

Save as disclosed herein, in relation to the appointment of Mr. Zhang, 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. Zhang in joining the Board.

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Wang Qingyi (“Mr. Wang”) has been appointed as an independent non-executive director of the Company with effect from 18 January 2010.

Mr. Wang, aged 47, is a graduate of The Central Communist Party School* in economics (中央黨校). Mr. Wang is currently a deputy director of Hainan Province Yangpu Economic Development Zone* (海南省洋浦經濟開發區) and a deputy secretary general of China Optimization Society of Capital Construction* (中國基本建設優化研究會). Mr. Wang has more than 20 years of experience in economics and administration management.

Mr. Wang has worked for State-owned Assets Supervision and Administration Commission of the State Council* (國務院國有資產監督管理委員會), State Economic and Trade Commission* (國家經濟貿易委員會) and Central Committee General Office* (中央辦公廳). Mr. Wang was also an independent director of Jonjee Hi-tech Industrial & Commercial Co., Ltd. (中炬高新技術實業(集團)股份有限公司), a company listed in Shanghai, from July 2006 to May 2008.

Save as disclosed herein, Mr. Wang 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. Wang and Mr. Wang has no fixed term of service with the Company. Mr. Wang 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. No director’s fee is payable to Mr. Wang.

Mr. Wang 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. Wang has confirmed that he meets the independence criteria set out in Rule 5.09 of the GEM Listing Rules. Save as disclosed herein, in relation to the appointment of Mr. Wang, 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. Wang in joining the Board.

RESIGNATION OF EXECUTIVE DIRECTOR AND AUTHORISED REPRESENTATIVE

The Board announces that Mr. Yip Wai Ki (“Mr. Yip”) has resigned as an executive director and, accordingly, an authorised representative of the Company due to his own personal and business engagement with effect from 18 January 2010. Mr. Yip 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 sincerest gratitude to Mr. Yip for his past valuable contribution to the Company.

APPOINTMENT OF AUTHORISED REPRESENTATIVE

Ms. Li Jie Yi, an executive director of the Company, has been appointed by the Board as an authorised representative of the Company in place of Mr. Yip under Rule 5.24 of the GEM Listing Rules.

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

Hong Kong, 15 January 2010

As at the date of this announcement, the Board comprises four executive directors, namely Mr. Wong Kam Leong, Mr. Wu Bing Xiang, 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. 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 at www.hkgem.com for at least 7 days from the date of its posting and on the Company website at www.long-success.com.

** for identification purpose only*