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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)

(1) GRANT OF SHARE OPTIONS

(2) CHANGE OF AUTHORISED REPRESENTATIVE

(1) GRANT OF OPTIONS

Pursuant to Rule 23.06A 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**”), the board of directors (the “**Board**”) of Long Success International (Holdings) Limited (the “**Company**”) would like to announce that the Board has resolved to grant share options (“**Options**”) to certain eligible participants (the “**Participants**” and each, a “**Participant**”) for them to subscribe for ordinary shares of HK\$0.04 each in the share capital of the Company (“**Shares**”), subject to acceptance of the Participant, under the share option scheme adopted by the Company on 21 August 2006.

Details of the grant are as follows:

Date of grant:	30 March 2010
Exercise price of Options granted:	HK\$0.286 per Share
Number of Options granted:	21,000,000 Options (with each Option entitling the grantee (being a Participant who accepts the offer) to subscribe for one (1) Share)
Closing price of the Shares on the date of grant:	HK\$0.26 per Share
Validity period of the Options:	ten years from 30 March 2010

Out of the 21,000,000 Options granted, 16,000,000 Options were granted to directors and a substantial shareholder of the Company with details as follows:

Name of Participant	Relationship with the Company	Number of Options granted
Mr. Wong Kam Leong	a director and a substantial shareholder	3,000,000
Mr. Hu Dongguang	a director	11,000,000
Mr. Wu Bingxiang	a director	2,000,000

The grant of Options to the above directors and substantial shareholder has been approved by the Board (including all the independent non-executive directors of the Company), and the grant of Options to other Participants has been approved by the Board.

Save as disclosed above, none of the Participants is a director, chief executive or substantial shareholder of the Company, or any of their respective associates (as defined under the GEM Listing Rules) as at the date hereof.

(2) CHANGE OF AUTHORISED REPRESENTATIVE

The Board announces that Ms. Li Jie Yi (“**Ms. Li**”) has resigned as an authorised representative of the Company with effect from 1 April 2010. Ms. Li has confirmed that she 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 her resignation as an authorised representative of the Company. Ms. Li will continue to act as an executive director of the Company.

Mr. Hu Dongguang, the chief executive officer and an executive director of the Company, has been appointed as an authorised representative of the Company in place of Ms. Li with effect from 1 April 2010 under Rule 5.24 of the GEM Listing Rules.

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

Hong Kong, 30 March 2010

As at the date hereof, the Board comprises four executive directors, namely Mr. Wong Kam Leong, Mr. Hu Dongguang, Ms. Li Jie Yi and Mr. Wu Bingxiang; one non-executive director, namely Mr. Zhang Chi; and four independent non-executive directors, namely Mr. Ng Kwok Chu, Winfield, Mr. Ng Chau Tung, Robert, Mr. Tse Ching Leung and Mr. Wang Qingyi.

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*