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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
DISPOSAL OF A SUBSIDIARY**

On 5 October 2010, the Company as vendor entered into the Agreement with the Purchaser whereby the Company agreed to sell and the Purchaser agreed to purchase the Sale Shares for a total cash consideration of HK\$2 million.

As none of the applicable percentage ratios in respect of the Disposal is more than 5%, the Disposal is exempted from the reporting, announcement and independent shareholders' approval requirements under Chapter 19 of the GEM Listing Rules.

Following the Disposal, the Group will focus on paper manufacturing, biodegradable materials manufacturing and other environmental-related businesses as its principal activities. The Board is also pleased to announce that the Company was reclassified under the "Materials" industry and "Basic Materials" sector by the Hang Seng Indexes Company Limited effective on 6 September 2010.

THE DISPOSAL

On 5 October 2010, the Company as vendor entered into the Agreement with the Purchaser whereby the Company agreed to sell and the Purchaser agreed to purchase the Sale Shares for a total cash consideration of HK\$2 million. It was a term of the Agreement that the Purchaser shall assume the liabilities of the Debts due to the RG Group by the Company and Cherry Oasis.

The consideration for the Disposal was arrived at after arm's length negotiations between the parties. The Directors considered that the consideration was fair and reasonable and in the interests of the Company and the Shareholders as a whole.

Completion took place on the signing of the Agreement, upon which, the Company ceased to hold any equity interest in Right Gateway.

To the best of the Directors' knowledge, information and belief, and having made all reasonable enquiries, the Purchaser is an independent third party of the Company and its connected persons and is not a connected person of the Company.

The net gain from the Disposal was approximately HK\$2,000,000.00, calculated by reference to the consolidated net asset value of the RG Group, the release of the repayment liabilities under the Debts and the consideration payable for the Disposal. It is intended that the net proceeds of approximately HK\$1,900,000.00 from the Disposal will be held by the Group as general working capital.

REASONS FOR AND BENEFITS OF THE DISPOSAL

Right Gateway, a wholly-owned subsidiary of the Company, is an investment holding company which shares profits of a junket representative of a VIP lounge in a casino in Macau.

The Company acquired the RG Group in July 2006 and its performance has been unsatisfactory since 2007. The commencement of operations of new casinos in Macau has intensified the competition in the gaming market and it is expected that RG Group will continue to be a loss making venture for the Company unless substantial resources are allocated thereto. In view of the above, the Directors decided to dispose of the RG Group and to devote resources to its other core businesses, i.e. paper manufacturing and biodegradable materials manufacturing. The Directors consider that there is potential in these businesses in view of the PRC government's strong support for industries related to environmental protection and the stable growth of PRC's domestic consumption. The Group will continue to seek attractive investment in environmental business in the PRC and globally with a view to generating positive cash flow and earnings for the Group in the long term.

The Directors, including the independent non-executive Directors, are of the view that the terms of the Agreement are fair and reasonable and are on normal commercial terms and the Disposal is in the interests of the Company and Shareholders as a whole.

LISTING RULES IMPLICATIONS

As none of the applicable percentage ratios in respect of the Disposal is more than 5%, the Disposal is exempted from the reporting, announcement and independent shareholders' approval requirements under Chapter 19 of the GEM Listing Rules.

CLASSIFICATION

The Board is pleased to announce that the Company was reclassified under the "Materials" industry and "Basic Materials" sector by the Hang Seng Indexes Company Limited effective on 6 September 2010. The Company will focus on paper manufacturing, biodegradable materials manufacturing and other environmental-related businesses as its principal activities.

DEFINITIONS

In this announcement, the following terms have the meanings set out below, unless the context requires otherwise:

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| “Agreement” | the sale and purchase agreement dated 5 October 2010 and entered into between the Company as vendor and the Purchaser as purchaser in relation to the Disposal; |
| “Board” | the board of directors of the Company; |
| “Cherry Oasis” | Cherry Oasis (Far East) Limited, a wholly-owned subsidiary of the Company; |
| “Company” | Long Success International (Holdings) Limited, a company incorporated in Bermuda with limited liability and whose Shares are listed on the Stock Exchange; |
| “Completion” | the completion of sale and purchase of the Sale Shares under the Agreement; |
| “Debts” | the debts owed by the Company and Cherry Oasis to RG Group, which amount to HK\$9,700,413.44 as at the date of the Agreement; |
| “Director(s)” | director(s) of the Company; |
| “Disposal” | the disposal of the Sale Shares by the Company to the Purchaser pursuant to the Agreement; |
| “Group” | the Company and its subsidiaries; |
| “GEM Listing Rules” | the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange; |
| “Hong Kong” | Hong Kong Special Administrative Region of the PRC; |
| “HK\$” | Hong Kong Dollars, being the lawful currency of Hong Kong; |
| “Purchaser” | Ou Wentian, the purchaser under the Agreement; |
| “PRC” | the People’s Republic of China; |
| “Right Gateway” | Right Gateway Limited, a company incorporated under the laws of the British Virgin Islands and a wholly-owned subsidiary of the Company; |

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| “RG Group” | Right Gateway and its subsidiary; |
| “Sale Shares” | 100 ordinary shares of US\$1.00 each of Right Gateway, representing 100% of its entire issued share capital; |
| “Share(s)” | ordinary share(s) of HK\$0.04 each in the capital of the Company; |
| “Shareholder(s)” | the holder(s) of the Shares; |
| “Stock Exchange” | The Stock Exchange of Hong Kong Limited; |
| “US\$” | United States dollars, the official currency of the United States of America; and |
| “%” | per cent. |

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

Hong Kong, 5 October 2010

As at the date of this announcement, the Board comprises five executive Directors, namely Mr. Wong Kam Leong, Mr. Hu Dongguang, Ms. Li Jie Yi, Mr. Wu Bingxiang and Dr Guo Wanda; 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 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, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

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 website at www.long-success.com.

* *for identification purpose only*