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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 COMPANY LOGO

The board of directors (the “**Board**”) of Long Success International (Holdings) Limited (the “**Company**”) is pleased to announce that the Company logo has been changed to  (the “**New Logo**”) with effect from 4 March 2011.

REASONS OF CHANGE OF COMPANY LOGO

In order to develop the Company’s image and goodwill in environmental-related business, the Board has resolved that it is in the interests of the Company and its shareholders to change its Company logo with effect from 4 March 2011.

The New Logo will be printed on all corporate documents of the Company, including but not limited to, the Company’s share certificates, promotional materials, interim and annual reports and corporate stationery. The Company’s existing logo and the New Logo are set out below:

Existing Logo



New Logo



GENERAL

The change of Company logo does not affect any of the rights of the shareholders of the Company. All existing share certificates without bearing the New Logo (the “**existing share certificates**”) that are in issue will continue to be effective documents of title to the shares of the Company and valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of existing share certificates in issue for new share certificates bearing the New Logo as a result of the change of Company logo.

The Company will continue to issue the existing share certificates which are still in its inventory until all existing share certificates have been used up, and thereafter share certificates bearing the New Logo will be issued.

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

Hong Kong, 4 March 2011

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Wong Kam Leong, Mr. Hu Dongguang, 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 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*