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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 AUDITORS

The board of directors (the “**Board**”) of Long Success International (Holdings) Limited (the “**Company**”) announces that AGCA CPA Limited (“**AGCA**”) had resigned as the auditors of the Group with effect from 17 March 2011. The Board has resolved to appoint Crowe Horwath (HK) CPA Limited (“**Crowe Horwath**”) as the new auditors of the Company and its subsidiaries (collectively known as the “**Group**”) to fill the casual vacancy following the resignation of AGCA, and to hold office until the conclusion of the next annual general meeting of the Company.

The Board hereby announces that AGCA had resigned as auditors of the Group with effect from 17 March 2011. The Board has resolved to appoint Crowe Horwath as the new auditors of the Group to fill the casual vacancy following the resignation of AGCA, and to hold office until the conclusion of the next annual general meeting of the Company.

AGCA confirmed in their letter of resignation dated 17 March 2011 that there are no matters connected with their resignation which should be brought to the attention of the members or creditors of the Company. The Board also confirms that there are no matters connected with AGCA’s resignation which should be brought to the attention of the members or creditors of the Company.

The Board considers that it is in the interests of the Company and its shareholders as a whole to appoint Crowe Horwath as the new auditors of the Group taking into account of factors, including but not limited to the Group’s continuing business developments in the PRC.

AGCA completed the audit of the Group’s financial statements for the year ended 31 March 2010. AGCA has not commenced any audit work on the Group’s financial statements for the year ending 31 March 2011. It is expected that the change of auditors of the Group will not affect the audit or the release of annual results of the Group for the year ending 31 March 2011.

The Board would like to express its appreciation for AGCA's professional services and support to the Group in the past years.

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

Hong Kong, 17 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, 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*