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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)

GRANT OF SHARE OPTIONS

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**”) 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 the acceptance of the Participant, under the share option scheme adopted by the Company on 23 August 2010 and came into effect on 24 August 2010.

Details of the grant are as follows:

Date of grant:	12 July 2011
Exercise price of Options granted:	HK\$0.150 per Share
Number of Options granted:	42,000,000 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\$0.150 per Share
Validity period of the Options:	ten years from 12 July 2011

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.

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

Hong Kong, 12 July 2011

As at the date hereof, the Board comprises of four executive directors, namely Mr. Wong Kam Leong, Mr. Hu Dongguang, Mr. Wu Bingxiang and Dr. Guo Wanda 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 the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, 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 in this announcement misleading.

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*