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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)

UNUSUAL PRICE MOVEMENT AND INCREASE IN TRADING VOLUME

The board of directors (the “**Board**”) of Long Success International (Holdings) Limited (the “**Company**”) has noted the recent fluctuation in the share price and increase in trading volume of the shares of the Company and wish to state that, save as the matter disclosed below, it is not aware of any reasons for such fluctuation and increase.

The Board confirms that there are no other negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapters 19 to 20 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the “**GEM Listing Rules**”), neither is the Board aware of any matter discloseable under the general obligation imposed by rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature, save and except that the Company is currently undergoing a preliminary negotiation with the shareholders of Star Grace International Limited (“**Star Grace**”) concerning the acquisition of the shareholdings in Star Grace. One of the said major shareholders of Star Grace is Mr. Wong Kam Leong, as the chairman of the Board and a substantial shareholder of the Company, is a connected person of the Company under the GEM Listing Rules. Star Grace has a contractual interest in the shareholdings of, Henan Sunrise Silicon Technology Development Company Limited, 河南昇揚硅業科技發展有限公司 (“**Sunrise Silicon**”). Sunrise Silicon is principally engaged in the business of manufacturing metallurgical silicon in the PRC.

Shareholders of the Company and/or investors should be fully aware that the said possible acquisition is still under negotiations and may or may not materialise. Accordingly, shareholders and/or investors are advised to exercise extreme caution in dealing in the shares of the Company.

If the said possible acquisition has materialised, further announcement will be made by the Company according to the GEM Listing Rules.

Made by the order of the Board of the Company, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

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

Hong Kong, 21 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*