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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules.

The Board would like to inform the Shareholders and potential investors that the Group is expected to record a loss for the six months ended 30 September 2011 as compared to a profit for the corresponding period ended 30 September 2010.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Long Success International (Holdings) Limited (the “**Company**”) and together with its subsidiaries (the “**Group**”) pursuant to Rule 17.10 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 the Company would like to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that due to (1) the interest expenses on convertible notes and bank borrowings; (2) the upfront costs for the building of the biodegradable materials production plant in Zhongshan; and (3) the increases of the costs of energy, steam, water and the purchasing cost of raw materials narrowed the profit contribution from the paper manufacturing business to the Group, it is expected that a loss will be recorded by the Group for the six months ended 30 September 2011 as compared with a profit for the corresponding period ended 30 September 2010. For the same period ended 30 September 2010, which was mainly came from the gain on the disposal of the IT consulting business in August 2010.

The information contained in this announcement is only based on the preliminary assessment by the Board in accordance with the unaudited management accounts of the Group and is not based on any figures or information which has been audited or reviewed by the Company's auditors. The Company is still in the process of finalizing the results for the six months ended 30 September 2011. Details of the Group's performance will be disclosed in the result announcement of the Group for the six months ended 30 September 2011 which is expected to be announced on 14 November 2011.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 11 November 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 for 7 days from the date of its publication.

* *For identification purpose only*