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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)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Wu Shao Hong, has been appointed as an executive director and vice-chairman of the Company with effect from 15 December 2011.

The board of directors (the “**Board**”) of Long Success International (Holdings) Limited (the “**Company**”) is pleased to announce that Mr. Wu Shao Hong (“**Mr. Wu**”) has been appointed as an executive director and vice-chairman of the Company with effect from 15 December 2011.

Mr. Wu, aged 42, has acquired extensive experience in international trade, corporate finance activities, managing the transactions for mergers and acquisitions and extensive hands on business experience in the PRC. Mr. Wu is currently the general manager of Tai Fu Asset Management Company Limited* (泰富資產管理有限公司) and Xing Ye Gang Tie Group* (興業鋼鐵集團) in the PRC, responsible for corporate management, investment acquisition and corporate restructuring.

Prior to joining the Company, from 1996 to 1999, Mr. Wu worked with Shenzhen An Hua Group* (深圳安華集團) in the PRC as a senior executive responsible for international trade. From 2002 to 2005, he was a director of a Hong Kong investment company, namely, Sheenford Holdings Limited (順豐集團有限公司) .

After joining the Board, Mr. Wu will assist the Company in corporate finance activities, new project investment and business development. The various duties performed by Mr. Wu as mentioned above have demonstrated his strong professional and technical knowledge and extensive experience in corporate finance field and the Board considers that Mr. Wu is suitable to be appointed as an executive director and vice-chairman of the Company.

As at the date of this announcement, Mr. Wu, through *Win Right Holdings Limited*, a company beneficially owned by Mr. Wu and Mr. Liang Yu Cheng, is a shareholder of the Company holding 68,800,000 ordinary shares, representing 2.62% equity interest in the capital of the Company.

Save as disclosed herein, Mr. Wu did not hold any directorships in any listed public companies in Hong Kong or overseas in the last three years preceding the date of this announcement and he does not hold any other positions with the Company or its subsidiaries as at the date of this announcement.

Mr. Wu has entered into a service contract with the Company for a term of three years commencing on 15 December 2011. His appointment is subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the byelaws of the Company and is subject to termination by inter alia either party giving not less than three months' written notice. Mr. Wu is entitled to annual emoluments of HK\$360,000 and discretionary bonus which is determined by the Board with reference to his duties and responsibilities and the prevailing market conditions. Mr. Wu does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company nor does he have any interests in the shares, underlying shares or debentures of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance as at the date of this announcement.

Save as disclosed above, in relation to the appointment of Mr. Wu, the Board is not aware of any information that ought to be disclosed pursuant to the requirements under Rules 17.50(2)(h) to (v) of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the "**GEM Listing Rules**"), nor is there any other matters that ought to be brought to the attention of the shareholders of the Company.

The Board would like to express its warmest welcome to Mr. Wu in joining the Board.

By order of the Board
LONG SUCCESS INTERNATIONAL (HOLDINGS) LIMITED
Wong Kam Leong
Chairman

Hong Kong, 14 December 2011

As at the date hereof, the four executive Directors are Mr. Wong Kam Leong, Mr. Hu Dongguang, Mr. Wu Bingxiang and Dr. Guo Wanda; and four independent non-executive Directors are 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: (i) the information contained in this announcement is accurate and complete in all material aspects and not misleading or deceptive; (ii) there are no other matters the omission of which would make any statement in this announcement misleading or deceptive; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

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