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LONGLIFE GROUP HOLDINGS LIMITED

朗力福集團控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock code: 08037)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the Shareholders and potential investors that the Company is expected to record a profit for the three months ended 31 December 2011 as compared to a loss for the same period in 2010.

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

This announcement is made by Longlife Group Holdings Limited (the “**Company**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Company is expected to record a profit for the three months ended 31 December 2011 as compared to a loss for the three months ended 31 December 2010. The expected profit for the three months ended 31 December 2011 was mainly attributable to the appreciation of financial assets.

The information contained in this announcement is only the preliminary assessment by the Company based on the management accounts which has not been confirmed nor audited by the auditors of the Company. The Group is still in the process of finalizing the results for the three months ended 31 December 2011; and the unaudited consolidated results of the Group for the three months ended 31 December 2011 are expected to be announced on 13 February 2012.

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

By Order of the Board
Longlife Group Holdings Limited
CHEUNG Hung
Chairman

Hong Kong, 6 February 2012

As at the date of this announcement, the executive directors of the Company are Mr. CHEUNG Hung (Chairman), Mr. WONG Chun Hung, Mr. ZHANG Sanlin, Mr. TIAN Zhenyong and Mr. WANG Zhixin; and the independent non-executive directors of the Company are Mr. CHONG Cha Hwa, Mr. SHAM Chi Keung, William and Mr. YEUNG Chi Tit.

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, having made all reasonable enquires, 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 Announcement" page of the GEM Website at www.hkgem.com for a minimum period of seven days from the day of its posting and on the website of the Company at www.irasia.com/listco/hk/longlife.