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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)

DELAY IN DESPATCH OF CIRCULAR

Reference is made to the announcement of Long Success International (Holdings) Limited (the “**Company**”) dated 3 April 2012 (the “**Announcement**”) in relation to a proposed issue of convertible bonds. Unless otherwise stated, capitalised terms used herein shall have the same meanings as those defined in the Announcement unless the context requires otherwise.

As disclosed in the Announcement, a circular (the “**Circular**”) containing, among other things, further details of the Subscription Agreement, the Subscription together with the notice of the SGM will be despatched to the Shareholders as soon as practicable in accordance with the GEM Listing Rules. Pursuant to Rules 17.29(5)(d) and 19.60(7) of the GEM Listing Rules, the Company is required to despatch the Circular to Shareholders within 15 business days after publication of the Announcement, that is, on or before 27 April 2012.

As additional time is required for the Company to finalise the contents of the Circular, the despatch date of the Circular will be postponed to a date falling on or before 18 May 2012.

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

Hong Kong, 27 April 2012

* *For identification purpose only*

As at the date of this announcement, the Board comprises five executive directors, namely Mr. Wong Kam Leong, Mr. Wu Shaohong, Mr. Hu Dongguang, Mr. Wu Bingxiang and Dr. Guo Wanda; and four independent nonexecutive 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 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; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; 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.

This announcement will remain on the “Latest Company Announcements” page of the GEM website for 7 days from the date of its publication.