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(incorporated in Bermuda with limited liability)
(Stock Code: 8017)

EXTENSION OF COMPLETION DATE IN RELATION TO THE ISSUE OF CONVERTIBLE BONDS

On 4 July 2012, the Subscriber and the Company entered into the Supplemental Agreement, pursuant to which, the Subscriber and the Company agreed in writing to change the Completion Date of the Subscription Agreement to 31 July 2012 or such other date as the Subscriber and the Company may agree in writing.

Reference is made to the announcement dated 3 April 2012 and the circular dated 21 May 2012 (the "Circular") respectively issued by Long Success International (Holdings) Limited (the "Company") in relation to, among other things, the issue of Convertible Bonds. Unless otherwise stated herein, terms and expressions used herein shall have the same meanings as those defined in the Circular.

POSTPONEMENT OF COMPLETION DATE

According to the Subscription Agreement, completion of the Subscription Agreement shall take place on the second business day after all the conditions precedent of the Subscription Agreement have been fulfilled, or such other date as may be agreed in writing between the Company and the Subscriber. As set out in the Circular, since all the conditions precedent of the Subscription Agreement have been fulfilled, completion of the Subscription Agreement shall take place on 4 July 2012.

As requested by the Subscriber, more time than expected would be required for it to complete the Subscription. Accordingly, on 4 July 2012, the Subscriber and the Company entered into the supplemental agreement (the "Supplemental Agreement"), pursuant to which, the Subscriber and the Company agreed in writing to change the completion date (the "Completion Date") of the Subscription Agreement to 31 July 2012 or such other date as the Subscriber and the Company may agree in writing. Save for the aforesaid alteration of the Completion Date, all clauses, agreements, provisions, terms and conditions as contained and/or referred to in the Subscription Agreement

shall remain unchanged and shall continue in full force and effect, and the Subscription Agreement as modified as aforesaid shall remain valid and continue to be binding upon the Subscriber and the Company.

The Board holds the view that the entering into the Supplemental Agreement is in the interests of the Company and the Shareholders as a whole.

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

Hong Kong, 4 July 2012

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 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 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 brief, the information contained in this announcement is accurate and complete in all material aspects 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