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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)

LAPSE OF SUBSCRIPTION AGREEMENT

Reference is made to the announcements of Long Success International (Holdings) Limited (the “**Company**”) dated 3 April 2012, 27 April 2012, 18 May 2012 and 4 July 2012 respectively (collectively, the “**Announcements**”) and the circular of the Company dated 21 May 2012 (the “**Circular**”). Terms used herein shall have the same meanings as defined in the Announcements and Circular unless defined otherwise.

As at the Completion Date on 31 July 2012, the Subscriber has only settled HK\$4,000,000 of the consideration and the balance of the consideration, in the aggregate sum of HK\$96,000,000, remained outstanding.

As the Subscriber has failed to settle and discharge the entire amount of the outstanding consideration, the Subscription cannot be completed and the Company shall claim against the Subscriber for all loss and damage suffered as a result of and incidental to the Subscriber’s failure to complete the Subscription.

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

Hong Kong, 1 August 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 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 at www.hkgem.com on the “ Latest Company Announcements” page of the GEM website for at least 7 days from the date of its posting and on the Company website at www.long-success.com.

** For identification purpose only*