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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)

UPDATE ON THE CONVERTIBLE NOTES

This announcement is made by Long Success International (Holdings) Limited (the “Company”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the “GEM Listing Rules”).

Reference is made to the announcements of the Company dated 17 November 2010, 3 December 2010 and 29 December 2010 respectively (collectively, the “Announcements”) and the circular of the Company dated 7 December 2010 (the “Circular”) in relation to the issue of the Convertible Notes with an aggregate principal amount of RMB 70,000,000 to Concept Capital Management Ltd. (“Concept Capital”). Terms used herein shall have the same meanings as defined in the Announcements and Circular unless defined otherwise.

On 2 August 2012, the Company received a letter from the legal representative of Concept Capital to demand payment of RMB 80,489,480.31, the aggregate sum of the Accreted Principal Amount and the Accrued Interest, to Concept Capital with further interest up to the date of payment by 9 August 2012.

The Company is now under negotiations with Concept Capital with regard to the above matter and will keep the shareholders and potential investors of the Company informed of any material development in connection with the above matter by way of further announcement(s) as and when appropriate.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

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

Hong Kong, 6 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*