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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)

**COMPLETION
OF
PLACING OF SHARES UNDER GENERAL MANDATE**

The Board is pleased to announce that, with the conditions of the Placing Agreement having been fulfilled, completion of the Placing took place on 13 September 2012 in accordance with the terms and conditions of the Placing Agreement in which an aggregate of 31,000,000 Placing Shares had been successfully placed to not less than six Places at a price of HK\$0.12 per Placing Share.

The net proceeds from the Placing are approximately HK\$3.5 million. The net placing price per Placing Share is approximately HK\$0.1129.

Reference is made to the announcement (the “Announcement”) of the Company dated 28 July 2012 in relation to, among others, the Placing of maximum of 31,000,000 Placing Shares under General Mandate. Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless otherwise stated.

The Board is pleased to announce that, with the conditions of the Placing Agreement having been fulfilled, completion of the Placing took place on 13 September 2012 in accordance with the terms and conditions of the Placing Agreement in which an aggregate of 31,000,000 Placing Shares had been successfully placed to not less than six Places at a price of HK\$0.12 per Placing Share. To the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, the Places and, if applicable, their ultimate beneficial owners, are Independent Third Party.

The net proceeds from the Placing are approximately HK\$3.5 million. The net placing price per Placing Share is approximately HK\$0.1129.

The following table sets out the shareholding structure of the Company prior to and upon completion of the Placing:

	Issued share capital immediately before the completion of the Placing		Issued share capital immediately after the completion of the Placing	
	<i>No. of Shares</i>	<i>Approx. %</i>	<i>No. of Shares</i>	<i>Approx. %</i>
Wide Fine International Limited (<i>Note 1</i>)	12,706,250	8.08%	12,706,250	6.75%
View Good International Limited (<i>Note 2</i>)	17,500,000	11.13%	17,500,000	9.30%
Nicky International Limited (<i>Note 3</i>)	10,800,000	6.87%	10,800,000	5.74%
Public Shareholders				
Existing public Shareholders	116,191,000	73.92%	116,191,000	61.74%
The Places	—	—	31,000,000	16.47%
Total	157,197,250	100%	188,197,250	100%

Notes:

1. Wide Fine International Limited is beneficially and wholly owned by Mr. Wong Kam Leong (“Mr. Wong”), an executive Director.
2. View Good International Limited is beneficially and wholly owned by Ms. Tam Sio Wan, the wife of Mr. Wong.
3. Nicky International Limited is beneficially and wholly owned by Mr. Chen Jianqiu and Mr. Leung Wa in equal Shares.

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

Hong Kong, 13 September 2012

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Wong Kam Leong, 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*