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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)*

**EXTENSION OF CB PLACNG PERIOD  
OF  
THE PLACING OF CONVERTIBLE BONDS  
UNDER SPECIFIC MANDATE**

The Board announces that after arm's length negotiations, pursuant to a supplemental CB placing agreement dated 31 October 2012 entered into between the Placing Agent and the Company, the Placing Agent and the Company have agreed to further extend the CB Placing Period from 31 October 2012 to 30 November 2012. Save for the extension of the CB Placing Period, all other terms and conditions of the CB Placing Agreement remain unchanged.

Reference is made to the announcement and the circular (the "Circular") of the Company dated 28 July 2012 and 3 September 2012, respectively, in relation to the placing of the Convertible Bonds under Specific Mandate. Capitalised terms used herein shall have the same meanings as those defined in the Circular unless otherwise stated.

The Board announces that after arm's length negotiations, pursuant to a supplemental CB placing agreement] dated 31 October 2012 entered into between the Placing Agent and the Company, the Placing Agent and the Company have agreed to further extend the CB Placing Period from 31 October 2012 to 30 November 2012. Save for the extension of the CB Placing Period, all other terms and conditions of the CB Placing Agreement remain unchanged.

Save as disclosed above, all the terms and conditions of the CB Placing Agreement remain unchanged and shall continue to be in full force and effect.

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

Hong Kong, 31 October 2012

*\* for identification purpose only*

*As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Wong Kam Leong, Mr. Hu Dongguang, Mr. Wong Chung Yan Sammy and Mr. U Keng Tin; and three independent non-executive Directors, namely Mr. Tse Ching Leung, Mr. Cheung Tak Ming Paul and Mr. Ku Ling Yu John.*

*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](http://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](http://www.long-success.com).*