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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)

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER AND CHANGE OF AUTHORIZED REPRESENTATIVE

RESIGNATION OF EXECUTIVE DIRECTOR, CHIEF EXECUTIVE OFFICER AND AUTHORIZED REPRESENTATIVE

The Board announces that Mr. Hu Dongguang has tendered his resignation as executive director, chief executive officer and authorized representative of the Company with effect from 28 February 2013.

APPOINTMENT OF AUTHORIZED REPRESENTATIVE

The Board is pleased to announce that Mr. Siu Chi Keung has been appointed as the authorized representative of the Company with effect from 28 February 2013.

RESIGNATION OF EXECUTIVE DIRECTOR, CHIEF EXECUTIVE OFFICER AND AUTHORIZED REPRESENTATIVE

The Board announces that Mr. Hu Dongguang ("Mr. Hu") has tendered his resignation as executive director, chief executive officer and authorized representative of the Company with effect from 28 February 2013, due to his other personal commitments.

Mr. Hu has confirmed that he has no disagreement with the Board and there is no matter in respect of his resignation that ought to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to thank Mr. Hu for his valuable contribution to the Company during his tenure of office.

Following the resignation of Mr. Hu, the Company has a vacancy for the chief executive officer. The Company is endeavoring to identify suitable candidate to fill the vacancy as soon as possible and will issue further announcement as and when appropriate.

APPOINTMENT OF AUTHORIZED REPRESENTATIVE

Following the resignation of Mr. Hu as authorized representative of the Company, the Board is pleased to announce that Mr. Siu Chi Keung (“Mr. Siu”) has been appointed as authorized representative of the Company with effect from 28 February 2013. Mr. Siu is currently the executive director of the Company.

By Order of the Board
Long Success International (Holdings) Limited
Siu Chi Keung
Director

Hong Kong, 28 February 2013

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Wong Kam Leong, Mr. Siu Chi Keung and Mr. Lu Shiyong; and three independent non-executive Directors, namely Mr. Ho Lok Cheong, Mr. Tam Yuk Sang, Sammy and Mr. Ng Chi Yeung, Simon.

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