



ONGLIFE GROUP HOLDINGS LIMITED

朗力福集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 08037)

**CHANGES IN CHAIRMAN AND
CHIEF EXECUTIVE OFFICER
AND
APPOINTMENT OF EXECUTIVE DIRECTORS**

The Board of Longlife Group Holdings Limited would announces that Mr. Yao has resigned as the Chairman and Chief Executive Officer of the Company while remaining as an Executive Director of the Company with effect from 31 October 2007. The Board also announces that Mr. Zheng is appointed as the Chairman, Chief Executive Officer and Executive Director of the Company with effect from 31 October 2007 and Dr. Seet is appointed as an Executive Director of the Company with effect from 31 October 2007.

Resignation of the Chairman and Chief Executive Officer of the Company

The board of directors (the “Board”) of Longlife Group Holdings Limited (the “Company”) would announces that Mr. Yao Feng (“Mr. Yao”) has resigned as the Chairman and Chief Executive Officer of the Company while remaining as an Executive Director of the Company with effect from 31 October 2007.

Mr. Yao has confirmed that he has no disagreement with the Board and the Company. There was no matter relating to his resignation as the Chairman of the Company that needs to be brought to the attention of the shareholders of the Company and of the Stock Exchange of Hong Kong Limited (the “Stock Exchange”). The Board would like to thank Mr. Yao for his past valuable contribution to the Company.

Appointment of the Chairman, Chief Executive Officer and Executive Directors of the Company

The Board also announces that Mr. Zheng Lixin (“Mr. Zheng”) is appointed as the Chairman, Chief Executive Officer and Executive Director of the Company with effect from 31 October 2007 and Dr. Seet Lip Chai (Dr. Seet”) is appointed as an Executive Director of the Company with effect from 31 October 2007.

Mr. Zheng, aged 42, holds a Masters degree in Business Administration of University of Western Ontario, Canada and a Masters degree in Applied Science of University of Toronto, Canada. Prior to joining the Company, Mr. Zheng had worked as senior management positions in global healthcare and pharmaceutical corporations such as GlaxoWellcome Pharmaceuticals Group (UK), Tianjin SmithKline Beecham French Laboratories Limited and Jiangzhong Pharmaceutical Group Company; and in management consulting company such as McKinsey & Company. Save as disclosed above, Mr. Zheng has not held any directorship in any listed public companies in the last three years.

As at the date of this announcement, Mr. Zheng has a direct interest in China Medical Device Group Limited (“China Medical”), a substantial shareholder of the Company, and is deemed to be interested in 135,000,000 ordinary shares of the Company by virtue of his interest in China Medical under Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Mr. Zheng is a director of China Medical. He is also a director of Wallfaith Company Limited and Smiston Technology Limited, wholly-owned subsidiaries of the Company.

Dr. Seet, aged 64, holds degrees of Bachelor of Medicine and Bachelor of Surgery, a Diploma in Public Health (with Distinction) from the University of Singapore and is a Fellow of the Academy of Medicine, Singapore. Dr. Seet had held senior management positions in major global pharmaceutical companies such as Ciba-Geigy, SmithKline Beecham and GlaxoWellcome both in the Asian Region and in the People’s Republic of China prior to taking up an academic position as Associate Professor in Strategy and Entrepreneurship in Nanyang Technological University, Singapore in 1999. Besides holding directorships in several private companies, Dr. Seet is presently also an Independent Non-executive Director and Non-executive Chairman of Rockeby Biomed Ltd, a medical diagnostic company listed on the Australian Stock Exchange (RBY.ASX); and an Independent Non-executive director of Jiwa Bio-Pharm Holdings Limited (Stock code: 02327), a company listed on the Stock Exchange of Hong Kong Limited. Save as disclosed above, Dr. Seet has not held any directorship in any listed public companies in the last three years.

As at the date of this announcement, Dr. Seet does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, Mr. Zheng and Dr. Seet do not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company.

Each of Mr. Zheng and Dr. Seet has entered into a service contract with the Company for a term of 3 years commencing from 31 October 2007 and is subject to retirement and re-election in the next general meeting of the Company in accordance to the articles of association. Mr. Zheng is entitled to an annual emolument of HK\$120,000 per annum and Dr. Seet is entitled to an annual emolument of HK\$120,000 per annum. Such emoluments are determined by the Board with reference to their duties and responsibilities, remuneration policy of the Company and prevailing market conditions.

The Board wishes to express its warmest welcome to Mr. Zheng and Dr. Seet to join the Company.

By order of the Board
Longlife Group Holdings Limited
Yao Feng
Executive Director

Hong Kong, 31 October 2007

As at the date of this announcement, the Executive Directors of the Company are Mr. Zheng Lixin, Mr. Yang Shun Feng, Mr. Zhang San Lin, Mr. Yao Feng, Dr. Seet Lip Chai and Mr. Sha Hai Bo; the non-executive director of the Company is Mr. Lo Wing Yat, Kelvin and the Independent Non-executive Directors of the Company are Mr. Yu Jie, Mr. Yin Jing Le and Mr. Luk Yu King, James.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited 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: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the “Latest Company Announcements” page of the GEM Website at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company at www.china-longlife.com.