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LONGLIFE GROUP HOLDINGS LIMITED

朗力福集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8037)

CHANGE OF CHIEF EXECUTIVE OFFICER

The Board announces that Mr. Zheng Lixin has resigned as the CEO of the Company and Mr. Yang Shun Feng has been appointed as the CEO of the Company, all of the above changes are with effect from 1 October 2009.

The board of directors (the "Board") of Longlife Group Holdings Limited (the "Company") announces that Mr. Zheng Lixin ("Mr. Zheng") has resigned as the Chief Executive Officer ("CEO") of the Company and Mr. Yang Shun Feng ("Mr. Yang") has been appointed as the CEO of the Company, all of the above changes are with effect from 1 October 2009.

Mr. Yang, aged 35, an ex-executive director of the Company and the executive director and general manager of Suzhou Longlifu Health Co., Ltd., one of the subsidiaries of the Company. Mr. Yang graduated from University of Shanghai in 1997 in secretarial and administration studies. Mr. Yang is the son of Mr. Yang Hong Gen and nephew of Mr. Zhang San Lin. As at the date hereof, Mr. Yang is interested in 10,000,000 Shares, representing 1.87% of the Company's entire issued share capital.

Save as disclosed above, there is no other matter in relation to the appointment of Mr. Yang as the CEO of the Company that needs to be brought to the attention of the shareholders of the Company.

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

The Board would like to take this opportunity to express its gratitude to Mr. Zheng for his contribution to the Company during his tenure as CEO of the Company and express its warm welcome to Mr. Yang on being CEO of the Company.

By Order of the Board
Longlife Group Holdings Limited
Zheng Lixin
Chairman

Hong Kong, 30 September 2009

As at the date of this announcement, the executive directors of the Company are Mr. Zheng Lixin, Mr. Zhang San Lin, Mr. Yao Feng and Mr. Chen Zhongwei; 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. Chong Cha Hwa and Dr. Yu Hong.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of the Stock Exchange for the purpose of giving information with regard to the Company. The directors of the Company, 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 Announcement” page of the GEM Website at www.hkgem.com for a minimum period of seven days from the day of its posting and on the website of the Company at www.longlifechina.com