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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)

RESIGNATION OF EXECUTIVE DIRECTOR AND CHANGES IN CHAIRMAN, MEMBER OF INTERNAL CONTROL COMMITTEE, AND AUTHORIZED REPRESENTATIVE

The Board announces that Mr. Zheng Lixin has tendered his resignation as chairman, executive director, member of internal control committee, and authorized representative of the Company with effect from 7 April 2010. The Board is also pleased to announce that Mr. Cheung Hung has been appointed as the chairman, a member of internal control committee and authorized representative of the Company in place of Mr. Zheng Lixin with effect from 7 April 2010.

Resignation of chairman, executive director, member of internal control committee and authorized representative of the Company

The board of directors (the "Board") of Longlife Group Holdings Limited (the "Company", together with its subsidiaries, collectively the "Group") hereby announces that Mr. Zheng Lixin ("Mr. Zheng") has tendered his resignation as chairman, executive director, member of internal control committee and authorized representative of the Company with effect from 7 April 2010 due to other business engagements which require more of his attention. Mr. Zheng confirmed that he does not have any disagreement with the Board and that there are no circumstances connected with his resignation which he considered should be brought to the attention of the Stock Exchange and the shareholders of the Company.

Appointment of chairman, member of internal control committee and authorized representative of the Company

The Board also announces that Mr. Cheung Hung ("Mr. Cheung"), executive director of the Company, has been appointed as the chairman, a member of internal control committee and authorized representative of the Company in place of Mr. Zheng with effect from 7 April 2010.

The Board would like to take this opportunity to thank Mr. Zheng for his contribution during his term of directorship of the Company.

By Order of the Board

Longlife Group Holdings Limited

Cheung Hung

Chairman

As at the date of this announcement, the executive directors of the Company are Mr. Cheung Hung, 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. Chong Cha Hwa, Ms. Chan Wai Yan and Mr. Sham Chi Keung William.

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 Growth Enterprise Market 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