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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 COMPANY SECRETARY AND
AUTHORIZED REPRESENTATIVE
AND
CHANGE OF PRINCIPAL PLACE OF BUSINESS**

CHANGE OF COMPANY SECRETARY AND AUTHORIZED REPRESENTATIVE

The board (“Board”) of directors of Longlife Group Holdings Limited announces that Mr. Lo Wah Wai (“Mr. Lo”) has resigned as company secretary and authorised representative of the Company with effect from 14 July 2010, and Mr. Yu Yun Kong (“Mr. Yu”) has been appointed as company secretary and authorised representative of the Company with effect immediately after the resignation of Mr. Lo. Mr. Yu is a fellow member of the Association of Chartered Certified Accountants and a member of the Hong Kong Institute of Certified Public Accountants.

Mr. Lo has confirmed that he has no disagreement with the Board, and the Board is not aware of any matters relating to his resignation that need to be brought to the attention of the shareholders of the Company. The Company would like to take this opportunity to thank Mr. Lo for his valuable contribution to the Company during his tenure of office and welcome Mr. Yu to the Company.

CHANGE OF PRINCIPAL PLACE OF BUSINESS

The Board further announces that with immediate effect the Company’s principal place of business in Hong Kong has been changed to Suites 7602A, Level 76, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong.

By Order of the Board
Longlife Group Holdings Limited
Cheung Hung
Chairman

Hong Kong, 14 July 2010

As at the date of this announcement, the executive directors of the Company are Mr. Cheung Hung, Mr. Zhang San Lin, Mr. Chen Zhongwei, Mr. Tian Zhen Yong and Mr. Wang Zhi Xin; 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 GEM 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.irasia.com/listco/hk/longlife.