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SUN CENTURY GROUP LIMITED

太陽世紀集團有限公司*

(前稱 Hong Long Holdings Limited 鴻隆控股有限公司)


(Incorporated in the Cayman Islands with limited liability)

(股份代號: 1383)

CHANGE OF COMPANY NAME, STOCK SHORT NAME AND COMPANY'S LOGO

The Company has changed its name from Hong Long Holdings Limited 鴻隆控股有限公司 to Sun Century Group Limited and adopted 太陽世紀集團有限公司 as its Chinese name, for identification purposes only, with effect from 1 February 2012.

Trading in the shares of the Company under the new English stock short name of "SUNCENTURY GP" and new Chinese stock short name "太陽世紀集團" will commence with effect from 15 March 2012. The stock code of the Company remains as "1383".

The logo of the Company will be changed to  with effect from 12 March 2012.

Reference is made to the announcement dated 7 December 2011 and circular dated 10 January 2012 issued by Sun Century Group Limited (formerly known as Hong Long Holdings Limited 鴻隆控股有限公司, the "Company") relating to the proposed change of the Company's name.

CHANGE OF COMPANY NAME

The board of directors (the "Board") of the Company is pleased to announce that subsequent to the passing of a special resolution by the shareholders of the Company at the extraordinary general meeting held on 1 February 2012 and the receipt of the "Certificate of Incorporation on Change of Name" issued by the Registrar of Companies in the Cayman Islands on 3 February 2012, the name of the Company has been changed to "Sun Century Group Limited" with effect from 1 February 2012.

The Company has also adopted 太陽世紀集團有限公司 as its Chinese name for identification purposes only with effect from 1 February 2012. The Company had completed the necessary filing procedures with the Companies Registry in Hong Kong and received the "Certificate of

Registration of Change of Corporate Name of Non-Hong Kong Company' issued by the Companies Registry in Hong Kong on 5 March 2012.

CHANGE OF STOCK SHORT NAME AND TRADING ARRANGEMENT

Trading in the shares of the Company under the new English stock short name of "SUNCENTURY GP" and the new Chinese stock short name "太陽世紀集團" will commence with effect from 15 March 2012. The stock code of the Company remains as "1383".

CHANGE OF COMPANY'S LOGO

With effect from 12 March 2012, the Company will adopt a new logo (the "Logo"). The Logo will be printed on all corporate documents of the Company, including but not limited to, the Company's share certificates, promotional materials, quarterly, interim and annual reports and corporate stationery.

The Company's existing logo and the Logo are set out below:

Existing Logo



Logo



EFFECT OF THE CHANGE OF COMPANY NAME AND LOGO

The change of name and logo of the Company will not affect any of the rights of the shareholders of the Company. All existing share certificates in issue bearing the current name of "Hong Long Holdings Limited 鴻隆控股有限公司" and logo will continue to be effective as evidence of title and be valid for trading, settlement and registration purposes. Accordingly, there will not be any arrangement for an exchange of existing share certificates of the Company for new share certificates bearing the Company's new name. As the change of name and logo has become effective, new share certificates of the Company will be issued in the new name and logo of the Company.

By order of the Board
Hong Long Holdings Limited
Chau Cheok Wa
Chairman

Hong Kong, 12 March 2012

As at the date of this announcement, the executive Directors are Mr. CHAU Cheok Wa, Mr. ZENG Yunshu, Mr. LEE Chi Shing Caesar, Ms. YEUNG So Mui, Ms. CHENG Mei Ching, Ms. YEUNG So Lai and Mr. LEUNG Ming Ho Vincent; and the independent non-executive Directors are Dr. LI Jun, Mr. CHEUNG Ngai Lam, Mr. CHEUNG Kwok Yu and Mr. LUI Man Wah

** for identification purposes only*