



**TSL Jewellery Wins "The Best Team Performance Gold Award" at
HKRMA Service & Courtesy Award 2012**

(20 November 2012 – Hong Kong) – Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Group", HKSE stock code: 417) underlined its customer service excellence by winning "The Best Team Performance Gold Award" for the second time at the Service & Courtesy Awards 2012, organised by the Hong Kong Retail Management Association (HKRMA). The Group's staff also earned professional recognition for the fourth year in a row, with success at both supervisory and junior front-line levels. These achievements are testament to TSL Jewellery's consistently high standards of service.

Commenting on the achievements, Mr. Lambert Chan, Chief Operating Officer of the Group, said, "We are delighted to receive such a prestigious award. This success can be attributed to the great efforts of our frontline staff who always strive for service excellence. It is a clear recognition of our continuous efforts to provide customer service training to our frontline staff and equip them with top-notch service skills and product knowledge to meet customers' ever-changing needs and maintain TSL Jewellery's leadership market position. We will continue to reinforce our commitment to achieving further customer satisfaction through our excellent services and trendsetting craftsmanship."

TSL Jewellery has always had an exceptionally strong service culture and the Group considers staff training a top priority. Through guidance from supervisors, comprehensive training, and self-enhancement, newly joined staff can experience the Group's commitment to customer service and grow together with TSL Jewellery to provide customers with a more intimate shopping experience.

The HKRMA Service and Courtesy Award is one of the most recognised annual events within the retail industry, honouring outstanding practitioners for their service excellence. Among a total of almost 900 candidates from 143 retailers, seven TSL Jewellery's frontline staff entered the final stage of assessment. Winners were selected after several rounds of assessments, including mystery shopper evaluations and interviews with judging panels.

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For high resolution photos, please download from the ftp link below:

<ftp://TSL:1635@ftp.citigate.com.hk>



Under the leadership of Ricky Ng (first from the right) General Manager – Hong Kong & Macau Retail of the Group, TSL Jewellery was awarded "The Best Team Performance Gold Award"



Picasso Wong (left) and Alvin Liu (middle) won the junior front-line level award and supervisory level award respectively for their outstanding performance

Appendix

The 2012 Service & Courtesy Award won by TSL Jewellery are:

Individual Awards – Jewellery & Watch	Winners
Service & Courtesy Award - Supervisory Level	Alvin Liu
Service & Courtesy Award – Junior Frontline Level	Picasso Wong

Company Award -- Retail	Winners
"The Best Team Performance Award" – Gold Award	Alvin Liu
	Picasso Wong
	Raylass Tsui
	Abbie Pu

About TSL Jewellery

TSL Jewellery is currently one of the largest jewellers in Asia, principally engaged in jewellery design, retailing, export and manufacturing. TSL was established in 1971, and was listed on the Hong Kong Stock Exchange in 1987. The Group operates over 200 jewellery boutiques spanning major cities in Asia, including Beijing, Shanghai, Guangzhou, Hong Kong, Macau and Kuala Lumpur.