

**Luk Fook Announces
Attaining “Bronze Award of Counter Service”
In “Customer Service Excellence Award”**

Outstanding Service Recognized by HKACE

(Hong Kong, 20 January 2011) ----- **Luk Fook Holdings (International) Limited** (“Luk Fook” / the “Group”) (Stock Code: 00590), proudly announced that the Group attained “Bronze Award of “Counter Service” in “Customer Service Excellence Award” hosted by the Hong Kong Association for Customer Services Excellence.

Mr. Wong Wai Sheung, Chief Executive of the Group, said, “We are honoured to attain the recognition from the Hong Kong Association for Customer Services Excellence. Our motto of ‘dedication to quality services and customer oriented’ has always been the core competence of the Group and we have been striving to provide customers with excellent service over the years. The Group will continue to enhance our service quality, so as to reinforce our leading position in the PRC and Hong Kong’s jewellery market.”

The Hong Kong Association for Customer Services Excellence fosters customer service excellence among its high service quality’s members in Hong Kong. It pursues continuous customer service improvement among members and promotes the benefits of a customer-focused culture in Hong Kong.

“Customer Service Excellence Award” is the annual main award event, which aims to recognize outstanding practices achieved by service-related personnel and organizations, and to provide a platform where members of Hong Kong service industry share with and learn from each other. It also promotes a customer-oriented culture and motivates better service quality. Award winners of the “counter service” category last year were The Hong Kong Jockey Club, American International Assurance Company, and the Hongkong and Shanghai Banking Corporation Limited.

The presentation ceremony of the event was held at the Hong Kong Exhibition and Convention Centre on 20 January 2011. Mr. Au Kwok Kau, the Group General Manager, Ms. Shirley Wong, the Deputy Group General Manager and Mr. Billy Cheung, Senior China Business Manager received the award on behalf of the Group.

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Mr. Au Kwok Kau, the Group General Manager, Ms. Shirley Wong, the Deputy Group General Manager and Mr. Billy Cheung, Senior China Business Manager received the award from Mr. James Tien Pei-chun, Chairman of Hong Kong Tourism Board on behalf of the Group.

About Luk Fook Holdings (International) Ltd. (Stock Code: 00590.HK)

Luk Fook Group is principally engaged in sourcing, designing, retailing and wholesaling of a variety of gold jewellery, gold ornaments, gem-set jewellery, natural jadeite, gemstones and other accessory items. Luk Fook Group currently has a total of over 690 retail outlets spreading across the PRC, Hong Kong, Macau, Singapore, the United States and Canada. The Group continues to look for new business opportunities in the international market, echoing its corporate development of "Brand of Hong Kong, Sparkling the World".

溢星財經傳播有限公司 JOVIAN Financial Communications Ltd.

香港灣仔港灣道30號新鴻基中心9樓918-20室 Rooms 918-920, Sun Hung Kai Centre, 30 Harbour Road, Wanchai, Hong Kong
電話 tel : +852 2581 0168 傳真 fax : +852 2854 2012 電郵 email : jovian@joviancomm.com

www.joviancomm.com