

**Luk Fook Announces
Grand Opening of its 6th Branch at Galaxy Macau
To Further Tap the PRC Market**

(Hong Kong, 17 May 2011) **Luk Fook Holdings (International) Limited** (“Luk Fook” / the “Group”) (Stock Code: 00590) proudly announced that its new branch at Galaxy Macau Resort was opened on 15 May 2011. The shop, located at G13 of the East Promenade in Galaxy Macau Resort with a gross floor area of approximately 2,433sq.ft., is the Group’s sixth retail shop in Macau. Situated at Cotai, the Galaxy Macau Resort is the latest hot tourist destination with integrated gaming and entertainment facilities.

Mr. Wong Wai Sheung, Chief Executive of the Group, said, “Ever since the PRC government introduced the Individual Visit Scheme, the tourism industry in Macau has been growing rapidly. With the huge purchasing power of PRC tourists traveling under the Individual Visit Scheme, we believe the new shop will help expand our customer base and bring satisfactory retail revenue to us. The Group holds an optimistic view to the retail industry of Macau and will continue to seek opportunities to expand our business and consolidate our leading position in the jewellery industry.”

At present, the Group has a total of over 700 retail outlets spreading across the PRC, Hong Kong, Macau, Singapore, the United States and Canada. The Group will step further to realize its corporate development of “Brand of Hong Kong, Sparkling the World”.

The tourism industry of Macau has been developing vigorously in recent years. Visitor arrivals in 2010 reached 24,965,411, representing a growth of 14.8% compared to 2009, where PRC visitors accounted for 53% of the total arrivals.

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The Macau new shop is situated in Galaxy Macau Resort, the latest hot tourist destination.

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 platinum and gold jewellery, gold ornaments, gem-set jewellery, natural jadeite, gemstones and other accessory items. Luk Fook Group currently has a total of over 700 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".

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