

【For Immediate Release】

**Luk Fook Holdings (International) Limited Announces
Attaining “2011 Hong Kong Awards for Industries: Customer Service Award”**

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Achieved Continued Recognition for Outstanding Customer Services

(Hong Kong, 6 July 2011) — **Luk Fook Holdings (International) Limited** (“Luk Fook” / “the Group”) (Stock Code: 00590) proudly announced that the Group attained “2011 Hong Kong Awards for Industries: Customer Service Award”, in recognition of its excellent customer services and efforts all these years.

Mr. Wong Wai Sheung, Chief Executive of the Group, said, “Providing customer-oriented service has always been our mission. The award, once again, testifies to our high-quality service and demonstrates wide recognition from the public and the industry. We will continue to provide regular training for our frontline staff on customer service and product knowledge, while inspiring them to work as a team and strive for excellence.”

Organized by the Hong Kong Retail Management Association, “2011 Hong Kong Awards for Industries: Customer Service Award” aims to recognize and encourage excellence in the service industries by giving public recognition to outstanding companies, and improve Hong Kong’s overall standard of customer service, so as to direct Hong Kong to become an international service centre. The presentation ceremony was held at the Hong Kong Convention and Exhibition Centre on 30 June 2011 (Thursday).

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Mr. Wong Wai Sheung, Chief Executive of the Group (left), received the “2011 Hong Kong Awards for Industries: Customer Service Award” on behalf of the Group.

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