

**【 For Immediate Release 】**

**Lukfook (00590.HK) Announces  
Grand Opening of New Shop at Lee Garden Road, Causeway Bay**

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**Over 800 Retail Outlets Spreading Across the World**

(Hong Kong, 6 December 2011) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that its new shop located at Lee Garden Road, Causeway Bay was opened on 2 December 2011. At present, the Group has a total of over 800 retail outlets spreading across the world, with 32 in Hong Kong.

With 1,900 square feet on the ground floor and 1,700 square feet on the first floor, the new shop is located at Shop J & K on ground floor plus Flat M & N on the first floor of Po Foo Building, 39-47 Lee Garden Road, Causeway Bay, Hong Kong. Situated at Lee Garden Road, the new shop takes the advantages of the high pedestrian flow and good accessibility. The elegant and modern design of the new shop also offers customers a cosy shopping environment.

**Mr. Wong Wai Sheung, Chief Executive of the Group**, said, “With the satisfactory business performance of branches in Causeway Bay, a tourists’ must-visit shopping district, the Group opened a new shop in Causeway Bay, accumulating its total number of Lukfook stores within this district to four. Furthermore, tourism industry in Hong Kong continues to blossom and the visitor arrivals from the PRC have been increasing throughout recent years, couple with the high purchasing power of Mainland arrivals traveling under the Individual Visit Scheme, we believe the new shop is able to bring satisfactory retail revenue to the Group. We thus hold an optimistic view towards Hong Kong retail industry and will continue to seek opportunities to establish new stores in tourists’ must-visit shopping districts.”

The Group currently has a total of over 800 retail outlets spreading across the PRC, Hong Kong, Macau, Singapore, the United States and Canada. Looking ahead, the Group will accelerate its expansion of retail network in the PRC and seek suitable locations to explore overseas markets, aiming to enhance its corporate development of “Brand of Hong Kong, Sparkling the World”.

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*New Shop is located at Lee Garden Road, Causeway Bay, a tourists' must-visit shopping district.*

**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 800 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".