

【 For Immediate Release 】

**Lukfook (00590.HK) Announces  
Attaining “Proud of Hong Kong Brand Enterprise 2011 -  
Potential Corporate Brand”**

(Hong Kong, 8 December 2011) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / “the Group”) (Stock Code: 00590) proudly announced that the Group was awarded “Judging Panel Selection - Potential Corporate Brand” in “Proud of Hong Kong Brand Enterprise 2011”, in recognition of the Group’s continuous effort on brand building.

**Mr. Wong Wai Sheung, Chief Executive of the Group**, said, “We are honoured to be awarded. It demonstrates wide recognition on our brand building from the public and industry over the years, and also reflects our global corporate image featuring of integrity and excellence. We will continue to maintain our competitive edges and make contributions to the brand development of the industry.”

The “Proud of Hong Kong Brand Enterprise 2011” was jointly held by Ming Pao and the Chinese University of Hong Kong, with an aim to maintain the corporate and regional competitiveness through the emphasis on brand building, brand management and brand protection among enterprises. The presentation ceremony was held at JW Marriott Hotel on 7 December 2011 (Wednesday).

~End~

Photo:



Mr. Danny Wong Ho Lung, the Group’s Executive Director (right), received the award on behalf of the Group.



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**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 810 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”.