

【 For Immediate Release 】

**Luk Fook Holdings (International) Limited Announces
Attaining Four Awards in “The 7th Hong Kong and Macau Merchants of Integrity Award”
And “Top Ten Favourite Brands in Hong Kong and Macau”**

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Integrity Builds Outstanding Brand

(Hong Kong, 14 January 2012) ----- **Lukfook Holdings (International) Limited** (“Lukfook” / “the Group”) (Stock Code: 00590) proudly announced that the Group attained four awards in “The 7th Hong Kong and Macau Merchants of Integrity Award” and “Top Ten Favourite Brands in Hong Kong and Macau” organized by Guangzhou Daily. Awards included “Hong Kong and Macau Merchants of Integrity Award (2011/2012) Hong Kong” and “Hong Kong and Macau Merchants of Integrity Award (2011/2012) Macau”. Lukfook was shortlisted as one of the “My Favourite Top Ten Brands of Hong Kong” and “My Favourite Brands of Macau”, which demonstrate the Group’s outstanding brand image, products and services are well recognized amongst consumers in the region.

Mr. Wong Wai Sheung, Chief Executive of the Group said, “We are honoured to have obtained these awards for several years consecutively which were a vote of confidence by our consumers directly, of which showed their loyalty and confidence towards the Group’s outstanding products and services. The Group has been adopting quality management and operation, and we will continue to provide outstanding products and services to consumers to thank for their continuous support.”

“The 7th Hong Kong and Macau Merchants of Integrity Award” was organized by Guangzhou Daily. Consumers were invited to cast votes for their favourite Hong Kong and Macau brands. The award aims to recognize the merchants with high brand quality and integrity in Hong Kong and Macau and acknowledges their leading position in the industry. The presentation ceremony was held at The Ritz-Carlton, Hong Kong on 13 January 2012 (Friday). Mr Au Kwok Kau, Group General Manager and Mr. Danny Wong Ho Lung, Executive Director of the Group received the award on behalf of the Group.

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Photos of the Presentation Ceremony:



Ms. Huang Zhuojian, Vice President of Guangzhou Daily, presented the “Hong Kong and Macau Merchants of Integrity Award (2011/2012) Hong Kong” award to Mr. Au Kwok Kau, Group General Manager of Lukfook.



Mr. Danny Wong Ho Lung, Executive Director of the Group, received the “Hong Kong and Macau Merchants of Integrity Award (2011/2012) Macau” award from Ms. Huang Xiaoyun, the Vice President of Features News Centre in Guangzhou Daily.



Mr. Tang Yingwu, the President of Guangzhou Daily and the Chairman of Guangzhou Media Holding Co., Ltd., and Ms. Tan Aiyong, the Vice President of Tourism Administration of Guangzhou presented “My Favourite Top Ten Brands of Hong Kong” award to Mr. Au Kwok Kau, Group General Manager of Lukfook. Mr. Au received the award on behalf of the Group.



Mr. Tang Yingwu, the President of Guangzhou Daily and the Chairman of Guangzhou Media Holding Co., Ltd., and Ms. Tan Aiyong, the Vice President of Tourism Administration of Guangzhou presented “My Favourite Brands of Macau” award to Mr. Danny Wong Ho Lung, the Executive Director of the Group. Mr. Wong received the award 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 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 840 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”.