

【For Immediate Release】

Luk Fook Holdings (International) Limited Announces Obtaining Award (Open Group) in “Chuk Kam Jewellery Design Competition 2012”

(Hong Kong, 17 February 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announces that the Group’s design, “The Book of Family Love” was selected as the winning piece (Open Group) in the “Chuk Kam Jewellery Design Competition 2012”. The awarded piece (shown below) was designed by Ms. Chu Wai On, Chief Jewellery Designer of the Group

Mr. Wong Wai Sheung, Chief Executive of the Group said, “We are delighted to have obtained the award in this competition that demonstrates the craftsmanship and quality of our high-end jewellery and gold products. In order to strive for the best, the Group will continue to cater for the consumers’ taste and demand, focus on quality and creative designs and lead the trend of jewellery design. So as to enhance its brand image with trendy jewellery.”

Organized by the Hong Kong Jewellers’ & Goldsmiths’ Association and sponsored by the Hong Kong Trade Development Council and the World Gold Council, the “Chuk Kam Jewellery Design Competition 2012” is one of the major events in the local jewellery industry. The competition aims to stimulate the creativity and raise the standard of craftsmanship of gold jewellery design in order to promote gold jewellery and better serve the market demands. The fourteenth winning designs are being showcased at Hong Kong International Jewellery Show from 16 to 20 February 2012. The presentation ceremony was held at Hall 3C, Hong Kong Convention and Exhibition Centre on 16 February 2012 (Thursday). Mr. Au Kwok Kau, Group General Manager and Ms. Chu Wai On, Chief Jewellery Designer of the Group received the award on behalf of the Group.

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Award: “Chuk Kam Jewellery Design Competition 2012” -
“Award” (Open Group)

Design Theme: Memento of Love – Affection Collection

Title of Design: “The Book of Family Love”

Designer: Ms. Chu Wai On, Chief Jewellery Designer of Lukfook Group

Sponsoring Company: Luk Fook Holdings (International) Limited

Design Concept

As an emblem of familial connections, Chinese surnames are passed down in families over the centuries. They represent persistent relationships from generation to generation. To pass on this unflinching family love, this design features Chinese surnames in pure gold connected to one another, which are placed around stones from the ground we live on, showing the brotherhood among different people of the same origin.

Photo of the Presentation Ceremony:



Mr. Lawrence Ma, Chairman of both the HKTDC Jewellery Advisory Committee and the Hong Kong International Jewellery Show Organising Committee (Left 2) presented the award to Mr. Au Kwok Kau, Group General Manager (Right 1) and Ms. Chu Wai On, Chief Jewellery Designer of Lukfook Group (Right 2).

About Luk Fook Holdings (International) Ltd. (Stock Code: 00590.HK)

Lukfook 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. The Group currently has a total of over 860 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".