

【 For Immediate Release 】

**Luk Fook Holdings (International) Limited Announces
Attaining “Hong Kong Service Awards 2012” and “Outstanding Honorary Award”
from “East Week Magazine”**

Recognition of Excellent Achievements in Customer Services

(Hong Kong, 21 March 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that the Group attained “Hong Kong Service Awards 2012 – Quality Living Category” and “Outstanding Honorary Award” from “East Week Magazine” in recognition of the Group’s long-standing commitment to excellent customer services.

Mr. Wong Wai Sheung, Chief Executive of the Group said, “We are honoured to attain the “Outstanding Honorary Award” and the fifth consecutive “Hong Kong Service Awards” , which recognize our excellent customer services in the industry. The Group always strives to improve its brand image and quality service by continuously providing customers with premium products as well as innovative services. Apart from that, we are also committed to manpower development, and encouraging staff to well-equip themselves so as to have better understanding of the customers and serve them with professional and satisfied services. We will continue to provide the best services and products to our valuable customers in the future.”

Organized by “East Week Magazine”, “Hong Kong Service Awards 2012” aims to express the recognition to those enterprises that provide excellent service quality to customers and acknowledge their excellent performance in the industry. It also gives credit to their contributions and efforts in encouraging Hong Kong to be a first-class cosmopolitan city. The presentation ceremony of the event was held on 20 March 2012 (Tuesday) at Harbour Grand Hong Kong. The Group’s Executive Director, Mr. Wong Ho Lung, Danny received the awards on behalf of the Group.

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Photos at the Award Presentation Ceremony:



Mr. Wong Ho Lung, Danny, Executive Director of the Group (left), received the trophy of “Hong Kong Service Awards 2012 – Quality Living Category” from Mr. Hueng Shu Fai (right), Senior Journalist and Financial Commentator, on behalf of the Group



Mr. Wong Ho Lung, Danny, Executive Director of the Group (left), received the trophy of “Outstanding Honorary Award” from Mr. Irons Sze, JP (right), President of The Chinese Manufacturer’s Association of Hong Kong, on behalf of the Group

About Luk Fook Holdings (International) Limited (Stock Code: 00590)

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. Lukfook 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”.