

【For Immediate Release】

**Luk Fook Holdings (International) Limited
Attains First Runner-up in
“Ordering Oxfam Rice (Organization Category)” in “Oxfam Rice Sale 2012”**

(Hong Kong, 30 July 2012) ----- Luk Fook Holdings (International) Limited (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that the Group attained First Runner-up in “Ordering Oxfam Rice (Organization Category)” in “Oxfam Rice Sale 2012”.

Mr. Wong Wai Sheung, Chief Executive of the Group, said, “The Group is committed to repaying society through supporting various charity activities. To improve the people’s livelihood in the Mainland China, with the collective effort of the staff, the Group has participated in ‘Oxfam Rice Sale’ for three consecutive years. We strive to support charity activities and will continuously give a helping hand to the community.

“Oxfam Rice Sale” is an annual flagship fundraising activity of “Oxfam China Development Fund” for supporting poverty alleviation and emergency relief projects in the Mainland China, with a hope to improve the livelihood of the vulnerable groups and combat poverty. The award presentation ceremony was held on 20 July 2012 (Friday) on 25/F. of The Hong Kong Federation of Youth Groups Building. Ms. Wong Hau Yeung, Shirley, Director and Deputy General Manager of Lukfook Group, received the certificate on behalf of the Group.

Photo of the Award Presentation Ceremony:



Professor Emily Chan (Right), Council Members of Oxfam Hong Kong, presented the certificate to Ms. Wong Hau Yeung, Shirley, (Left), Director and Deputy General Manager of Lukfook Group

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

Lukfook Group is principally engaged in sourcing, designing, wholesaling, trademark licensing and retailing 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 900 retail outlets spreading across Hong Kong, the PRC, 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”.