

**【For Immediate Release】**

**Luk Fook Holdings (International) Limited  
Attains “Hong Kong Star Brands Award 2012 (Enterprise)”  
Well-recognized for Outstanding Performance**

(Hong Kong, 4 September 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that the Group received the “Hong Kong Star Brands Award 2012 (Enterprise)”, jointly organized by Hong Kong Small and Medium Enterprises Association and Hong Kong Trade Development Council. This recognizes the Group’s leading position in the industry and excellence in products and services as well as corporate social responsibility.

**Mr. Wong Wai Sheung, Chairman & Chief Executive of the Group** said, “The Group is honored to receive the “Hong Kong Star Brands Award 2012 (Enterprise)”. The Group always strives to provide quality products and serve the customers with our hearts. This makes Lukfook one of the most trustable brands and top-of-mind for customers all over the world. We exert continuous efforts to meet customers’ expectation to perfection in every detail.”

“Hong Kong Star Brands Award 2012” is jointly organized by Hong Kong Small and Medium Enterprises Association and Hong Kong Trade Development Council. Participating companies must undergo rigorous audit to win the honor. The prize presentation ceremony was held at InterContinental Hong Kong on 28 August 2012 (Tuesday). The Chinese Mainland and Hong Kong Government officials were present to officiate the ceremony. Mr. Danny Wong, Deputy Chairman & Executive Director of the Group received the award on behalf of the Group.



Mr. Danny Wong (Left), Deputy Chairman & Executive Director of the Group received the “Hong Kong Star Brands Award 2012 (Enterprise)” on behalf of the Group from Mr. Gregory So, GBS, JP (Right), Secretary for Commerce and Economic Development.

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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 930 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”.