

For Immediate Release



**Tse Sui Luen Jewellery Won the Gold Award in
the 26th International Annual Report Competition (ARC) Awards**

Annual Report 2011/12 Reflects Dynamic and Creative Corporate Culture

(9 August 2012 – Hong Kong) – Tse Sui Luen Jewellery (International) Limited (“TSL Jewellery” or the “Group”, HKSE stock code: 417) Annual Report 2011/12 with the theme “My Moment” has won the Gold Award in the “Non-Traditional Annual Report: Retail: Jewelry” category in the 26th International ARC awards recently. This is the fourth consecutive year for TSL Jewellery to archive this world-renowned prestige award since 2009.

TSL Jewellery has always been committed to strive for excellence and innovation. In the annual report 2011/12, the directors and senior management stepped out of the box and styled in fashionable smart casual apparels posing with motorcycles to reflect the dynamic and creativity of its corporate culture. The design and layout of the report resembles that of a fashion magazine, while the theme “My Moment” portrays the special moment of a bride-to-be and the vintage colour tone embodies the romanticism of a wedding. This highlights TSL Jewellery’s position as a wedding expert and its capability in wedding consultancy services, further emphasizing its “Trend-setting Craftsmanship” positioning.

Commenting on the award, Mrs. Annie Yau Tse, Chairman and Chief Executive Officer of the Group, said, “We are in constant pursuit of innovation in our operating vision. The design, content and information disclosure of our annual report not only conveys key messages to investors accurately, but also offers them a deeper understanding of the management’s dynamic characteristic. This accolade is recognition of our persistent efforts to strive for high standards in innovation. Looking forward, we will leverage on our brand and expertise to fulfill our commitment of delivering trend-setting craftsmanship to our customers, and commit to become an even more dynamic and forward-looking jewellery brand with a long history of heritage.”

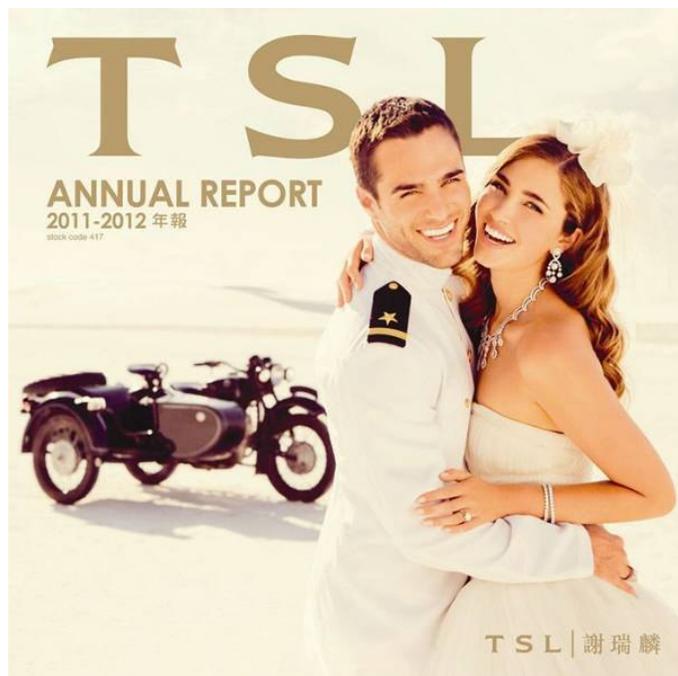
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Known to be “The Academy Awards of Annual Reports”, the International ARC Awards is organized by MerComm Inc. in the U.S., and is currently the largest international competition for annual reports. The judging panel includes leaders in the field of investor relations, writing, design and photography. Gold, Silver, Bronze and Honors awards were presented to the top 30% based on average scores in aspects of cover design, president’s letter, interior design, clarity of written text, presentation of corporate information, expression of financial data, and how well the spirit of the organization is communicated. TSL Jewellery won the Silver Awards in the “Non-Traditional Annual Report: Retail: Jewelry” category with its annual reports themed “TSL Hits the Right Note with SAXX” and “TSL Woman” in 2009 and 2011, respectively, and also the Honors Award in 2010 with the “Navigate the Seasons of Your Life” annual report.

For Tse Sui Luen Jewellery Annual Reports, please visit : <http://ir.tslj.com>

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TSL Jewellery Annual Report 2011/12
Cover Design





Board of Directors
&
Senior Management





Mrs. Annie Yau Tse
Chairman and CEO of the Group

Mr. Tse Sui Luen
The Founder



Corporate Positioning: Trendsetting Craftsmanship

**TRENDSETTING
CRAFTSMANSHIP**

非凡工藝 潮流演繹

