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LUK FOOK HOLDINGS ANNOUNCES ITS DESIGN PIECE "ENDURANCE" WAS SELECTED AS THE WINNING ENTRY FOR OPEN GROUP IN "CHUK KAM JEWELLERY DESIGN COMPETITION 2008"

(Hong Kong, 5 March 2008) ------ **Luk Fook Holdings (International) Limited** ("Luk Fook" / the "Group") (Stock Code: 0590) proudly announces that the Group's jewellery set, "Endurance", was selected as the winning piece for Open Group in the "Chuk Kam Jewellery Design Competition 2008" (Theme: Pride). The winning set, which includes bracelet, earrings and ring, was designed by Ms. Guri Liu, Jewellery Designer of Luk Fook (Refer to the attachment below).

Mr. Tse Moon Chuen, Executive Director and Deputy General Manager of Luk Fook, said, "Luk Fook has been actively participating in many jewellery design competitions and striving for the best designs all these years. The various awards received in design competitions have demonstrated our creativity for not only trendy jewellery but also relatively traditional gold products. This competition also allows more people to recognize the unique designs of gold products, just like other types of jewellery."

Organized by the Hong Kong Jewellers' & Goldsmiths' Association every two years, the "Chuk Kam Jewellery Design Competition 2008" is one of the most important design competitions in the local jewellery industry. The competition aims to enhance the craftsmanship and creativity of gold jewellery design in order to meet the market needs and promote gold jewellery. The competition is separated into 3 groups, which are "Open Group", "Students' Group" and "K-gold Group". The "Open Group" is divided into 3 theme categories: "Blessing", "True Love" and "Pride". Assessments are based on criteria such as flexible use of gold qualities, practicability, marketability, creativity, craftsmanship as well as overall beauty. The 18 winning pieces will be showcased at the Hong Kong International Jewellery Show from 4 March to 8 March. The presentation ceremony was held at Hong Kong Convention and Exhibition Centre at 7pm on 4 March 2008.

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About Luk Fook Holdings (International) Ltd. (Stock Code: 0590)

Luk Fook is principally engaged in the sourcing, designing and retailing of a variety of gold jewellery, gold ornaments, gem-set jewellery, gemstones and other accessory items. Luk Fook Group currently has a total of over 370 retail outlets in Hong Kong, the PRC, Macau, Canada and the United States. The Group opened its first self-operated shop in Shanghai, the PRC, in January this year.

Inset 1

Designer: Ms. Liu Wai-yi

Title: “Endurance”

Theme: “Pride”

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