

**Luk Fook Announces  
Attaining “Hong Kong Service Award 2011”**

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**Quality Services to Achieve Prominence**

(Hong Kong, 22 March 2011) ----- **Luk Fook Holdings (International) Limited** (“Luk Fook“ / the “Group”) (Stock Code: 00590), proudly announced that the Group obtained “Hong Kong Service Award 2011 – Quality Living Category” from Eastweek Magazine in recognition of the Group’s dedication to excellent customer services.

**Mr. Wong Wai Sheung, Chief Executive of the Group** said, “We are honoured to have obtained the “Hong Kong Service Award” for four consecutive years, which demonstrates the recognition of our outstanding customer services from the industry. Over the years, the Group has been emphasizing a lot on the service quality of our frontline staff. We provide them with regular training on both customer serving and product knowledge, equipping them to offer quality services by a better understanding of customers’ needs. The Group would not have attained this award without our experienced and dedicated frontline staff and we will continue to provide high quality services to customers in the future. ”

Organized by Eastweek Magazine, “Hong Kong Service Awards 2011” aims to express recognition to the enterprises that provide excellent service and quality products to customers. It also gives credit to their contributions and efforts in improving the quality of life and encouraging the economic prosperity of the society. The presentation ceremony of the event was held on 22 March 2011 (Tuesday) at The Mira Hong Kong. The Group’s General Manager, Mr. Au Kwok Kau, received the award on behalf of the Group.

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Mr. Au Kwok Kau, the Group General Manager, received the award from Legislator Mr. Paul Tse Wai-chun on behalf of the Group.



With quality services of the frontline staff, the Group has obtained the “Hong Kong Service Award” for four consecutive years.

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**About Luk Fook Holdings (International) Ltd. (Stock Code: 00590.HK)**

Luk Fook Group is principally engaged in sourcing, designing, retailing and wholesaling of a variety of gold jewellery, gold ornaments, gem-set jewellery, natural jadeite, gemstones and other accessory items. Luk Fook Group currently has a total of over 700 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”.