

**Luk Fook Announces
Attaining “Caring Company Logo” from Hong Kong Council of Social Services**

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Sparing No Effort in Promoting Corporate Social Responsibility

(Hong Kong, 21 April 2011) ----- **Luk Fook Holdings (International) Limited** (“Luk Fook” / the “Group”) (Stock Code: 00590), proudly announced that the Group was awarded the “Caring Company 2010/11 Logo” from the Hong Kong Council of Social Service again, recognizing the Group’s commitment in the practice of corporate social responsibility.

Mr. Wong Wai Sheung, Chief Executive of the Group, said, “the Group has been awarded the “Caring Company Logo” for 5 consequent years. Over the years, the Group has been actively promoting corporate social responsibility and incorporate it into its operation strategies and management measures. Moreover, the Group always participates in charity activities, contributing to the community while developing the Group’s business.

The mission of the Caring Company Scheme is to build a cohesive society by promoting strategic partnership among businesses and social service partners and inspiring corporate social responsibility through caring for the community, employees and the environment. The scheme also motivates strategic partnership initiatives among the public, business and non-profit organisations

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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 platinum and 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”.