

【For Immediate Release】

Lukfook Attained First Place in “Ordering Oxfam Rice (Organization Category)” in “Oxfam Rice Sale 2011”

(Hong Kong, 25 July 2011) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / “the Group”) (SEHK Code: 00590.HK) proudly announced that the Group attained first place in the Organization Category for Ordering Oxfam Rice in “Oxfam Rice Sale 2011”.

Mr. Wong Wai Sheung, Chief Executive of Lukfook, said, “The Group has always been supportive to charity activities. We encourage our staff to serve and care for the community to support the people in need. While developing our business, the Group will continue to achieve social responsibilities and serve as a role model in corporate citizenship.”

“Oxfam Rice Sale” is the annual flagship fundraising activity of “Oxfam China Development Fund” for supporting poverty alleviation projects in the Mainland China and encouraging local people to tackle poverty through their own efforts. This year, the campaign has raised more than HK\$2,400,000. The presentation ceremony was held on 22 July 2011 (Friday) on the 25/F of The Hong Kong Federation of Youth Groups Building.



Ms. Shirley Wong, Group Deputy General Manager, received the award from Mr. John Sayer, Director General of Oxfam Hong Kong on behalf of the Group.

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