

**【 For Immediate Release 】**

**Lukfook (00590.HK) Announces  
Satisfying Sales Performance during Christmas**

(Hong Kong, 28 December 2011) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) announces that sales performance of the Group during Christmas was satisfying.

During the period of 21 to 27 December, the same store sales of Hong Kong and Macau’s retail outlets grew by 19%. The same store sales of self-operated shops in the PRC grew by 46%.

**Mr. Wong Wai Sheung, Chief Executive of the Group**, said, “Christmas is the traditional season for shopping, together with the huge purchasing power of PRC tourists traveling under the Individual Visit Scheme, the sales performance of the Group during the period was encouraging. Besides, the decline in gold price recently stimulates the sales of gold products and thus, we hold an optimistic view to the retail industry, especially the sales performance of gold products.”

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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 810 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”.