

【For Immediate Release】

**Luk Fook Holdings (International) Limited Announces  
Winning of “Best of the Show Award” (Open Group)  
in “The 13<sup>th</sup> Hong Kong Jewellery Design Competition”**

(Hong Kong, 8 February 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announces that the Group’s design “Flying Dragon in Joy” has won the “Best of the Show Award” (Open Group) in “The 13<sup>th</sup> Hong Kong Jewellery Design Competition”. The awarded piece (shown below) was designed by Mr. Tse Ka Wing, Jewellery Designer of Lukfook.

**Mr. Wong Wai Sheung, Chief Executive of the Group** said, “We are delighted to have received numerous awards in jewellery design competitions which demonstrated that our jewellery items are uniquely designed with delicate craftsmanship and are also well-received by the market. The Group will continue to devote to provide creative, attractive and fashionable high quality products in order to gain recognition from industry and customers.”

“The 13<sup>th</sup> Hong Kong Jewellery Design Competition” was jointly organized by the Hong Kong Trade Development Council (HKTDC), the Hong Kong Jewellers’ & Goldsmiths’ Association, the Hong Kong Jewellery & Jade Manufacturers Association, the Hong Kong Jewelry Manufacturers’ Association and the Diamond Federation of Hong Kong. The competition aims to enhance the creativity and design quality of the jewellery industry in Hong Kong, and to promote Hong Kong’s jewellery products among international buyers. The presentation ceremony was held at Miyabi Japanese Fine Dining on 7 February 2012 (Tuesday), Mr. Au Kwok Kau, Group General Manager and Mr. Tse Ka Wing, Jewellery Designer of the Group received the award on behalf of the Group.

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Award: “The 13<sup>th</sup> Hong Kong Jewellery Design Competition” -  
“Best of the Show Award” (Open Group)

Title of Design: Flying Dragon in Joy

Designer: Mr. Tse Ka Wing, Jewellery Designer of Luk Fook Group

Sponsoring Company: Luk Fook Holdings (International) Limited

**Design Concept**

In response to the competition theme “Soaring Dragon”, the award-winning “Flying Dragon in Joy” is specially designed to blend the fervor of nine flying dragons and the grace of Bauhinia through the designer’s skilful reconciliation of delicacy and liveliness. While the blooming flower is the emblem of Hong Kong’s prosperity, the soaring dragons are symbols of its progress and perseverance, manifesting good wishes for a bright future.

**Photo of the Presentation Ceremony:**



Mr Ricky Lam, Chairman of Hong Kong Jewelry Manufacturers' Association and the member of HKTDC Hong Kong International Jewellery Show Organising Committee 2012 (Left 3) presented the award to Mr. Au Kwok Kau, Group General Manager (Left 1) and Mr. Tse Ka Wing, Jewellery Designer of Lukfook (Left 2).

**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 860 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".