

**【 For Immediate Release 】**

**Luk Fook Holdings (International) Limited Announces  
Grand Opening of 5 Shops in HK & Macau and 30 Shops in the PRC  
Adding the Number of Shops to a Total of 870 Globally**

(Hong Kong, 22 April 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announces that the Group has opened 5 new shops in Hong Kong and Macau this month and will open approximately 30 new shops in PRC before the coming Labour Day Golden Week in May, adding the number of Lukfook retail outlets across the world to a total of 870.

In order to further expand its jewellery retail network and boost its market share in the Greater China, the Group continued to accelerate the pace of shop opening in the PRC, Hong Kong and Macau. Approximately 30 new shops in Beijing, Guangdong, Jiangsu, Shandong, Henan and Shanxi etc. are planned to open before the Labour Day Golden Week in May, making the retail network of Lukfook in the PRC to have 830 shops covering 30 provinces. The Group aims to further increase the Group's market penetration and brand stronghold in the country.

The new shops in Hong Kong and Macau are all situated in hot shopping destinations so as to take the advantages of the high pedestrian flow and excellent accessibility. Three new shops will be opened in Hong Kong including the first outlet in Quarry Bay district (Shops 16-19, Yick Fat Building, No. 1048-1056 King's Road), the eighth outlet in Mongkok (Shop A, G/F., Pat Chun Mansion, 717 Nathan Road) and the second outlet in Sheungshui (Shop 258-261, Level 2, Metropolis Plaza).

The Group envisions the rapid growing momentum in Macau. According to the information from the Statistics and Census Service (DSEC) of Macau SAR Government, the per-capita spending of Mainland visitors stood at MOP 2,048, ranking the top among others. Analyzed by category of spending, spending of visitors on jewellery and watches accounted for 19% of the total. Two new outlets in Macau located at Shop 1017 on Level 1 of Sands Cotai Central and the whole building stands at Avenida de Almeida Ribeiro No.119, from G/F to 3/F respectively. Currently, there are 8 Lukfook retail outlets in Macau in total.

**Mr. Wong Wai Sheung, Chief Executive of the Group**, said, “Over the years, the Group has been enlarging its retail network and holding an optimistic view towards the PRC, Hong Kong and Macau markets. All the newly-opened stores are located in prestigious shopping destinations with high pedestrian flow. We believe that prime locations not only expand the retail network of Lukfook but also bring satisfactory retail revenue to the Group. The Group will continue to seek suitable locations for further expansion and will also offer high quality products and services to our customers, so as to enhance Lukfook's brand recognition.”

**Details and photos for the new shops of Lukfook:**

District	Shop Address	Floor Area
Quarry Bay	Shops 16-19, Yick Fat Building, No. 1048-1056 King's Road, Quarry Bay, H.K.	1,200 sq.ft.
Mongkok	Shop A, G/F., Pat Chun Mansion, 717 Nathan Road, Mongkok, Kowloon	492 sq.ft.
Sheung Shui	Shop 258-261, Level 2, Metropolis Plaza, Sheung Shui, N.T.	1,135 sq.ft.
Macau	Shop 1017, Level 1 of Sands Cotai Central, Macau	3,004 sq.ft.
Macau	Avenida de Almeida Ribeiro No.119, G/F-3/F, Macau	3,240 sq.ft. (Total Area)



New shop located on King's Road, Quarry Bay



New Shop located on Nathan Road, Mongkok



New Shop located at Metropolis Plaza, Sheung Shui



New Shop located at Sands Cotai Central, Macau



New Shop located on Avenida de Almeida Ribeiro, Macau

~End~

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

Lukfook 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. Lukfook Group currently has a total of over 870 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”.

Page 4/4