

【 For Immediate Release 】

**Luk Fook Holdings (International) Limited
Attains “2012 Most Popular QTS Merchant Award (Online Voting) – Shop”
Obtains Wide Recognition for Excellent Customer Service**

(Hong Kong, 15 June 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that the Group received the “2012 Most Popular QTS Merchant Award (Online Voting) - Shop”. The recognition highlights the Group’s excellent customer service and popularity among consumers from Hong Kong, Mainland China and overseas.

Mr. Wong Wai Sheung, Chief Executive of the Group said, “We are honored to be recognized for our customer service excellence. With its motto ‘Exquisite Craftsmanship, Dedication to Quality Customer Service’, the Group always strives to deliver outstanding customer experience not only by providing quality products, but also by serving the customers with our hearts. We emphasis on staff development as well to assure our customers of professional and satisfying services. In the future, we will continue our efforts to meet and exceed customer expectations.”

The Group was invited to attend the Award Presentation cum Annual Dinner of Quality Tourism Services Association (QTSA). At the catwalk show during the Dinner, Lukfook showcased 12 prominent jewellery sets with combination of diamonds, gems and jadeites, adding glamour to the event and attracting all the attention from the guests.

“2012 Most Popular QTS Merchant Award (Online Voting)” was organized by QTSA and supported by Hong Kong Tourism Board, aiming to promote the top-rated services of the QTS-accredited merchants to tourists and local consumers. The voting was held from 23 April to 6 May 2012. It attracted over 10 thousand consumers from Hong Kong, Mainland China and other overseas markets to cast their votes among over 150 QTS-accredited merchants. The Award Presentation Ceremony cum Annual Dinner of QTSA was held on 13 June 2012 (Wednesday) at the Hong Kong Convention and Exhibition Center.



Mr. Danny Wong (Left), Executive Director of the Group received the “2012 Most Popular QTS Merchant Award (Online Voting) – Shop” on behalf of the Group from Mr. Anthony Lau (Right), Executive Director of Hong Kong Tourism Board.



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About Luk Fook Holdings (International) Limited (Stock Code: 00590)

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 890 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”.

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