

**【 For Immediate Release 】**

**Luk Fook Holdings (International) Limited Announces  
Attaining “Greater China Super Brands Award 2012” from “East Week Magazine”  
Recognition of Excellent Achievements in Brand Building**

(Hong Kong, 18 September 2012) ----- **Luk Fook Holdings (International) Limited** ( “Lukfook” / the “Group” ) (Stock Code: 00590) proudly announced that the Group attained the “Greater China Super Brands Award 2012” from East Week Magazine. It recognizes the Group’s outstanding performance and contribution to the promotion of economic development of the Greater China region.

**Mr. Wong Wai Sheung, Chairman & Chief Executive of the Group** said, "The Group is delighted in attaining the “Greater China Super Brands Award 2012” for consecutive years. This award recognizes the strength of the brand and affirms the Group's leading position. As the economic and trade relations within the Greater China region has become increasingly tightened, the Group will continue to provide superior products and services to all customers in the region to further enhance economic development.”

“Greater China Super Brands Award 2012” is organized by East Week Magazine, a publication under Sing Tao Magazine Group. It aims to recognize and acknowledge the contribution made by enterprises in promoting the economic development of the Greater China Region. Experiences of successful business operations of the awarded enterprises will be compiled and published into an industry reference. The award presentation ceremony was held at Harbour Grand Hotel Hong Kong on 11<sup>th</sup> September 2012 (Tuesday). Deputy Chairman & Executive Director, Mr. Wong Ho Lung, Danny received the award on behalf of the Group.

Photo of the ceremony :



Ms Lau Pui-king, Priscilla, Hong Kong Deputy to the National People's Congress (left), presented the “Greater China Super Brands Award 2012” trophy to Mr. Wong Ho Lung, Danny, Deputy Chairman & Executive Director of Lukfook Group (right).

~End~



*For more information, please contact  
JOVIAN Financial Communications Ltd  
Angel Yeung  
Tel : (852) 2581 0168  
Fax : (852) 2854 2012  
Email : [angel@joviancomm.com](mailto:angel@joviancomm.com)*

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

Lukfook Group is principally engaged in sourcing, designing, wholesaling, trademark licensing and retailing 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 930 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” .