

【 For Immediate Release 】

**Lukfook Group was Awarded the Honourary Title of
“2012 Most Competitive Brand in the Chinese Jewellery Industry”**

(Hong Kong, 2 January 2013) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group was awarded the honorary title of "2012 Most Competitive Brand in the Chinese Jewellery Industry" by Gem & Jewelry Trade Association of China, in recognition of the Group's outstanding brand and market developments, and its vast business potential.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is honored to be one of the 30 award-winning enterprises of Mainland China, affirming the Group's distinguished accomplishments, and the support and acknowledgement from the fellow community. Looking ahead, the Group will continue to actively expand its business in Mainland China and overseas markets to enhance its brand image and competitiveness, enabling jewellery lovers around the world to enjoy our exquisitely crafted jewellery, together with our exceptional heartfelt services.”

2012 China Jewellery Annual Meeting and Industry Commendation Ceremony was jointly organized by Gem & Jewelry Trade Association of China, Gems & Jewelry Management Center of The P.R.C Ministry of Land and Resources, Shanghai Gold Exchange and Shanghai Diamond Exchange. It was held in Beijing on 11th December 2012 and certificates were presented to the award-winning enterprises.



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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 1,000 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".