

**Luk Fook Announces
Decreasing in Board Lot Size from 2,000 Shares to 1,000 Shares
Attracting More Investors**

(Hong Kong, 24 January 2011) ----- **Luk Fook Holdings (International) Limited** (“Luk Fook” / the “Group”) (Stock Code: 00590) is pleased to announce that the board lot size of the ordinary shares of the Group will decrease from 2,000 shares to 1,000 shares with effect from 9:30 a.m. on Wednesday, 16 February 2011, so as to attract more investors and broaden its shareholder base. The decrease in board lot size will not result in any change in the relative rights of the shareholders.

Mr. Wong Wai Sheung, Chief Executive of the Group, said, “We believe that the decrease in board lot size will enable more investors who are interested in the Company to buy the shares, so as to improve the liquidity of the shares and broaden its shareholder base.”

Shareholders of the Group may choose to submit their existing share certificates in board lot of 2,000 shares each to the Group's branch share registrar, Computershare Hong Kong Investor Services Limited, in exchange for new share certificates in board lot of 1,000 shares each free of charge during business hours from Monday, 31 January 2011 to Thursday, 10 March 2011 (both days inclusive).

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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 gold jewellery, gold ornaments, gem-set jewellery, natural jadeite, gemstones and other accessory items. Luk Fook Group currently has a total of over 690 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”.