

【For Immediate Release】

**Luk Fook Announces
Attaining “2011 Outstanding Quality Tourism Service Merchant Award - Merit” and
“10-year QTS Merchant Recognition”
From Hong Kong Quality Tourism Services Association**

Being Recognized for its Quality Service

(Hong Kong, 27 June 2011) — **Luk Fook Holdings (International) Limited** (“Luk Fook” / “the Group”) (Stock Code: 00590.HK) proudly announced that the Group attained “2011 Outstanding Quality Tourism Service Merchant Award - Merit” and “10-year QTS Merchant Recognition” from the Hong Kong Quality Tourism Services Association (“QTSA”), in recognition of the Group’s outstanding quality in customer service.

Mr. Wong Wai Sheung, Chief Executive of the Group, said, “The Group has always placed great value in service quality. The award recognizes our commitment to high quality service and helps consolidate our brand credibility. I believe these are important factors in attracting consumers to shop in Luk Fook.”

The “2011 Annual Dinner cum Quality Tourism Service Merchant Awards Presentation Ceremony” was held by the QTSA with an aim to recognize Quality Tourism Service merchants’ outstanding performance, setting high ethical standards and enhancing customer satisfaction through the establishment and maintenance of an industry Codes of Practice and the promotion of service excellence. The presentation ceremony was held at the Hong Kong Convention and Exhibition Centre on 23 June 2011 (Thursday). Mr. Danny Wong Ho Lung, the Group’s Executive Director, received the award on behalf of the Group.



Mr. Danny Wong Ho Lung, the Executive Director of Luk Fook (back third left), received the “10-year QTS

溢星財經傳播有限公司 JOVIAN Financial Communications Ltd.

香港德輔道中244-248號東協商業大廈24樓全層
24/F., Tung Hip Commercial Building, 244-248 Des Voeux Road Central, Hong Kong
電話tel: +852 2581 0168 傳真fax: +852 2854 2012 電郵email: jovian@joviancomm.com

www.joviancomm.com

Merchant Recognition” on behalf of the Group.



Mr. Au Kwok Kau, the Group’s General Manager (left), received the “2011 Outstanding Quality Tourism Service Merchant Award - Merit” on behalf of the Group.

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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 platinum and gold jewellery, gold ornaments, gem-set jewellery, natural jadeite, gemstones and other accessory items. Luk Fook Group currently has a total of over 720 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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