

【For Immediate Release】

**Luk Fook Holdings (International) Limited Announces
Attaining “Prime Awards for the Best Brand Enterprise in Greater China 2012
(Category: Jewellery)”**

(Hong Kong, 28 February 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that the Group attained “Prime Awards for the Best Brand Enterprises in Greater China 2012 (Category: Jewellery). This award was held by “Metrobox Magazine, co-organized by “Guangzhou Metro Daily” and sponsored by “Hong Kong Metro Daily” ,in recognition of the Group’s excellent brand building achievement, robust brand development and quality service management in Greater China.

Mr. Wong Wai Sheung, Chief Executive of the Group said, “We are honored to be awarded the Best Jewelry Brand held by the media of both Hong Kong and Guangzhou. This demonstrates the wide recognition on our supreme brand management in Greater China and also proves the Group’s excellence in products development and customer services. We will continue to maintain our competitive edges and make contributions to the brand development of the industry. We hope this award can enhance the confidence of consumers of Greater China and the rest of the world.”

“Prime Awards for the Best Brand Enterprise in Greater China 2012” aims to recognize the widely acknowledged brands in Greater China, to strengthen the recognition of their quality products and services, and to promote the enterprises’ development in Greater China. The award presentation ceremony was held at The Mira Hong Kong, Tsim Sha Tsui on 24 February 2012 (Friday). Mr. Lau Kwok Sum, Zone Manager (Yau Tsim Mong District), received the award on behalf of the Group.

The existing coverage of Guangzhou Metro Daily includes 8 operating lines of Guangzhou Metro and is the only free of charge printed media circulated in the Guangzhou Metro and the daily circulation of Guangzhou Metro Daily is 500,000 copies. The number of daily passengers of Guangzhou Metro reached 4,000,000. Guangzhou Metro Daily.

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Photo at the Award Presentation Ceremony:



Mr. Lau Kwok Sum, Zone Manager (Yau Tsim Mong District) (right), received the trophy from Mr. Lin Gang, General Manager of "Guangzhou Metro Daily" (left), on behalf of the Group

About Luk Fook Holdings (International) Ltd. (Stock Code: 00590)

Lukfook Group is principally engaged in the 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 860 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".