

[For Immediate Release]

Luk Fook Holdings (International) Limited Announces Attaining "Hong Kong Service Awards 2012" and "Outstanding Honorary Award" from "East Week Magazine"

Recognition of Excellent Achievements in Customer Services

(Hong Kong, 21 March 2012) ------ Luk Fook Holdings (International) Limited ("Lukfook" / the "Group") (Stock Code: 00590) proudly announced that the Group attained "Hong Kong Service Awards 2012 – Quality Living Category" and "Outstanding Honorary Award" from "East Week Magazine" in recognition of the Group's long-standing commitment to excellent customer services.

Mr. Wong Wai Sheung, Chief Executive of the Group said, "We are honoured to attain the "Outstanding Honorary Award" and the fifth consecutive "Hong Kong Service Awards", which recognize our excellent customer services in the industry. The Group always strives to improve its brand image and quality service by continuously providing customers with premium products as well as innovative services. Apart from that, we are also committed to manpower development, and encouraging staff to well-equip themselves so as to have better understanding of the customers and serve them with professional and satisfied services. We will continue to provide the best services and products to our valuable customers in the future."

Organized by "East Week Magazine", "Hong Kong Service Awards 2012" aims to express the recognition to those enterprises that provide excellent service quality to customers and acknowledge their excellent performance in the industry. It also gives credit to their contributions and efforts in encouraging Hong Kong to be a first-class cosmopolitan city. The presentation ceremony of the event was held on 20 March 2012 (Tuesday) at Harbour Grand Hong Kong. The Group's Executive Director, Mr. Wong Ho Lung, Danny received the awards on behalf of the Group.

~End~



Photos at the Award Presentation Ceremony:

| 東周日 | 日香港 | 服務 | 大獎 | 201 |
|-------------------------|------------|-------------|-----------------------------|-----------------------|
| EASTWEI | | Hong Kong S | Service Awards 回闻 a账选大类: | |
| 回回詞 當服務大獎管 回回詞 當服務大 | | 6 6 | | 新大獎書 國際副 章 服務。 |
| 大獎賞 回回副 當服務大獎賞 | 思思記 雪服務大獎資 | | 回日期 <u>常服務大樂</u> 賞 | |
| 四二百 金服務大支書 四二百 金服務大支 | | | RADIA (INF | 8大獎§ 同意副 當服務。 |
| 大獎言 回言詞《服務大獎言 | 東高和 金服務大獎員 | | [2]] 算服務大獎官 | |
| □□□□ 言服務大獎言 □□□□□ 言服務大支 | | | | 8大獎 <u>8</u> 回回到 2 服務 |
| ·樊善臣臣臣 《服務大獎》 | 思問 電服務大獎員 | | 國國和 電服務大獎約 | 國國副 靠服務大獎 3 |
| | | | | |

Mr. Wong Ho Lung, Danny, Executive Director of the Group (left), received the trophy of "Hong Kong Service Awards 2012 – Quality Living Category" from Mr. Hueng Shu Fai (right), Senior Journalist and Financial Commentator, on behalf of the Group



For more information, please contact JOVIAN Financial Communications Ltd Angel Yeung Tel : (852) 2581 0168 Fax : (852) 2854 2012 Email : <u>angel@joviancomm.com</u>

| 東 周 EASTWI | 日香港 | | 大獎 | |
|----------------------|-------------------|--------------|-----------------------|-------------|
| | 四回調 常服務大獎等 | Hong Kong Se | ervice Awards N | 服務大獎員 |
| 副 當服務大獎首 國國語 當用 | | | 四日日日 皇服務大獎当 | 國國和 電服務大獎等 |
| | 医高的 意服新大獎》 | | <u>意服務大獎賞</u> 回回詞 (| |
| | (济大奖) | | 國際制 當服務大獎言 | 四回到 常服務大獎 2 |
| | 國國和 會職的大地會 | | 街 會服務大獎約 网络和; | |
| | 166大獎賞 國際副 | | 會 國際間 會服務大獎會 | 國圖副 靠服務大獎資 |
| | 四回到 章服務大獎賞 | | 這跟 #服務大獎 # 原原即 | 服務大獎黨 |
| | | | | |

Mr. Wong Ho Lung, Danny, Executive Director of the Group (left), received the trophy of "Outstanding Honorary Award" from Mr. Irons Sze, JP (right), President of The Chinese Manufacturer's Association of Hong Kong, on behalf of the Group

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

Lukfook 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. 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".