

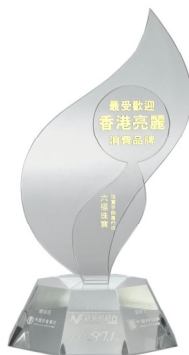
【For Immediate Release】

**Luk Fook Holdings (International) Limited
Attains “The Most Popular Hong Kong Bright Consumer Brands –
Most Popular Jewelry Brand”**

(Hong Kong, 30 July 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that the Group received recognition of “Most Popular Jewelry Brand” in “The Most Popular Hong Kong Bright Consumer Brands” organized by Hong Kong Metro Finance and Shenzhen Media Group Music Frequency. The recognition highlights the Group’s excellent customer service and popularity among consumers from Mainland China and Hong Kong.

Mr. Wong Wai Sheung, Chief Executive of the Group said, “The Group is committed to enhancing its brand image and services quality. The Group always strives to provide professional services to satisfy our customers’ need. Looking ahead, the Group will continue to provide its customers with a supreme shopping experience as well as quality products and services.”

“The Most popular Hong Kong Bright Consumer Brands” is jointly organized by Hong Kong Metro Finance and Shenzhen Media Group Music Frequency to recognize popular consumer brands in Shenzhen and Hong Kong. Public voting was held in the PRC and Hong Kong, where brands receiving the highest number of votes in each category would be awarded. Other award-winning brands include MTR Malls, Sasa Cosmetics, Watsons Your Personal Store and etc.



The trophy for “The Most Popular Hong Kong Bright Consumer Brand - Most Popular Jewelry Brand”.

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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 900 retail outlets spreading across Hong Kong, the PRC, 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”.