

## **Lukfook Group Attaining “Hong Kong Service Awards 2013” from “East Week Magazine”**

(Hong Kong, 19 March 2013) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group attained “Hong Kong Service Awards 2013 – Quality Living Category (Jewellery and Gold)” from “East Week Magazine” in commendation of the Group’s long-standing provision of quality services and products, as well as its outstanding achievements.

**Mr. Wong Wai Sheung, Chairman & Chief Executive of the Group** said, “The Group is honored to attain “Hong Kong Service Awards” for six consecutive years, in recognising the Group’s outstanding customer services. The Group always strives to strengthen its brand image, enhance service quality and achieve excellence in product design. Furthermore, the group arranges regular training for our frontline staff on customer services and product knowledge so as to offer professional services for customers. Looking ahead, the Group shall provide its customers with a supreme shopping experience with quality products and services.”

Organised by “East Week Magazine”, “Hong Kong Service Awards 2013” aims to recognise enterprises which provide excellence services and products to customers and to affirm their outstanding performance in the industry. The award presentation ceremony was held on 19 March 2013 at The Mira Hong Kong Hotel. Mr. Tse Moon Chuen, Deputy Chairman & Deputy General Manager of the Lukfook Group, received the award on behalf of the Group.

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**Photo of the Presentation Ceremony:**



Mr. Tse Moon Chuen, Deputy Chairman & Deputy General Manager of Lukfook Group (left), received the trophy of “Hong Kong Service Awards 2013 – Quality Living Category (Jewellery and Gold)” from the Hon Tse Wai chun, Paul, JP, Legislative Council Members of HKSAR (right).

**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 1,070 retail outlets spreading across Mainland China, 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”.