

【 For Immediate Release 】

**Lukfook Group
Announces “Lukfook” as “Well-known Trademark” in Mainland China
by the State Administrative Authorities**

(Hong Kong, 10 April 2013) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group’s trademark, “Lukfook”, has been recognized as a “Well-known Trademark” in Mainland China by the State administrative authorities, affirming the brand awareness and market recognition of “Lukfook”.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group has always been adhering to its philosophy of “treating clients with sincerity” and offering finest products and excellent services to our customers in order to increase brand awareness and to gain support from customers. Apart from strengthening its brand promotion, the Group has also been dedicated to brand building, trademark protection and management. This high acclaim from the State administrative authorities is a significant milestone for the Group, affirming our leading position in the industry. The Group will continue to maintain its brand competitiveness and provide excellent products and “Six Heartfelt Services” in appreciate of our customers support.”

“Well-known Trademark” in China is granted by the States administrative authorities (Trademark Office of The State Administration for Industry & Commerce, Trademark Review and Adjudication Board or Local Intermediate (or above level) People's Court). Such trademark must be widely recognized throughout China and possess significant value and meet certain objective standards and criteria set forth in China’s trademark law.

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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 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”.