

Press Release

Lam Soon's Knife Brand Wins Asia Gold Superbrand Award

Hong Kong, 18th April 2000 Lam Soon's best-selling Knife brand has achieved outstanding performances in the Reader's Digest Asia SuperBrands Survey announced today by winning the Asia Gold SuperBrand Award.

Organised by Reader's Digest, the Asia's SuperBrands Survey was conducted in six Asian markets covering Hong Kong, Singapore, Malaysia, Taiwan, Thailand and the Philippines. Readers were asked to nominate the brand they most admirable across a wide range of lifestyle and everyday products and then to rate that brand on quality, value, trustworthiness, image and understanding of customer needs.

Mr Jim C Tsao, Group Managing Director of Lam Soon, said, "It is an encouraging result that Knife cooking oil has been elected the Asia Gold SuperBrand. This latest honour comes after the brand was awarded the privileged titles of "The Hong Kong Top Ten Brands" and "The First Premium Grade Peanut Oils in Guangdong Province" last year. The award reaffirms that Knife is not only the highest selling brand in Hong Kong, but also the most popular cooking oil which has received widespread acceptance by consumers throughout Asia."

Knife cooking oil was ranked the top-selling brand in Hong Kong for two consecutive years in 1998 and 1999 with a market share of approximately 30%, according to surveys conducted by A C Neilson. It is a household brand name in Hong Kong.

With a mission of "Delivering the Best Quality and Serving our Customers", Lam Soon is dedicated to enhancing the quality of its edible oil products. To satisfy the increasingly sophisticated demands of customers, the Company has continued to develop innovative formulas. Two new products launched last year, Knife Garlic Flavour Oil and Knife High Oleic Corn Oil were specifically designed for consumers looking for cooking convenience and a healthy diet.

The honour of the Asia Gold SuperBrand Award testifies our commitment to achieve excellent quality and premium products has been widely recognised by customers," Mr Tsao added.

Lam Soon is determined to build on its strength of innovation to expand its product range in order to achieve the long term objective of becoming the largest food company in Southern China," he concluded.

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Background

The Lam Soon (HK) Ltd. was listed on the Hong Kong Stock Exchange in 1972, and the Group's subsidiary, Lam Soon Food Industries Ltd. was subsequently listed in 1991. The Group's main business operations include flour, edible oil, canned products, detergent products and frozen food. It is also actively developing the vast potentials of the China market. The Lam Soon Group is financially strong with a total assets over HK\$1,500 million.