

Press Release

Lam Soon Hong Kong Group's "Golden Statue" Flour Awarded "China Top Brand" 2004 - 2007

[1 September 2004, Hong Kong] Lam Soon Hong Kong Group announced that its "Golden Statue" flour had won the "China Top Brand" award organized by the China Promotion Committee for Top Brand Strategy (中國名牌戰略推進委員會). It is the only flour brand in Southern China to win this award and the only Hong Kong brand among the 48 categories of 271 products to win the award this year. Lam Soon is the second corporation in Hong Kong, which has won this award since it was established in 2001.

"China Top Brand" selection was organized by the China Promotion Committee for Top Brand Strategy, which is jointly established by the China Federation of Industrial Economics (中國工業經濟聯合會) and General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (國家質量監督檢驗檢疫總局). The selection applies the most authoritative and credible standards for brand assessments in China. The Committee was established in 2001 and has since assessed products in 96 different categories based on the six criteria of "relationship and importance with regard to economic and social development", "market acceptance and market share", "quality", "product concentration", "intellectual property rights and care technology" and "environmental awareness in production and sustainable development".

"China Top Brand" evaluation is conducted annually and the "China Top Brand" certificate is valid for three years. All products elected as "China Top Brand" can get exemption for all kinds of quality checks conducted by different departments in different regions as well as customs check for exports. They are also automatically classified as priority products for protection against counterfeiting.

The "Golden Statue" flour falls in the category of wheat products, which was included in the "China Top Brand" selection for the first time in 2004 and only 13 wheat product brands won this award in the whole of China. The "Golden Statue" flour won the award with top scores in all assessment criteria because of its exceptional quality, advanced quality control systems, brand reputation and highest level of export and foreign exchange generation in its industry.

Mr James Tsao, Group Managing Director of Lam Soon Hong Kong Group, said "It is encouraging to all our staff that the "Golden Statue" flour has won the "China Top Brand". It shows that our strategy to focus on brand management and product quality has been well recognized. Furthermore, under the second phase of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA II), zero import tariff is applied to a lot more Hong Kong products and more food products are granted this status. The implementation of this new policy will certainly further benefit the Group's business development in China. Another encouraging news is that we are celebrating the fiftieth anniversary of Hong Kong Flour Mills Limited, a subsidiary of Lam Soon Hong Kong Group. This symbolizes that we are growing together with Hong Kong. We will keep up our good efforts to constantly improve our product quality through new technological development and carry on with our mission of providing superior products and services to customers."

The "Golden Statue" flour, one of the top product brands of Lam Soon Hong Kong Group, is a special wheat flour for baking breads in all kinds of tastes and styles. Ever since it was available in market in the 1950's, the "Golden Statue" flour has been very popular among hotel caterers, restaurants and bakeries in Hong Kong because of its

premium quality. The “Golden Statue” flour was elected “Hong Kong Top Ten Brandnames” by The Chinese Manufacturers’ Association of Hong Kong (香港中華廠商聯合會) in 2003, which, together with the award this time, reaffirm the exceptional quality of the product and Lam Soon Group’s efforts in promoting its brands.

About Lam Soon (Hong Kong) Limited (Stock Code 0411)

Lam Soon (Hong Kong) Limited was established in the 1930’s. Its main business operations include flour, edible oil, canned products, detergent products and frozen food. Lam Soon (Hong Kong) Limited was listed on the Hong Kong Stock Exchange in 1972 and has been actively developing the vast potential of the China market. Hong Leong Group of Malaysia has been its major shareholder since July, 1997. Lam Soon Hong Kong Group is financially strong with total assets of over HKD2,000 million.

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This release is issued by A-World Consulting Ltd. on behalf of Lam Soon Hong Kong Group.

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