



4 May 2010

Lam Soon's Knife Brand Edible Oil and Flour Products Manufactured in Mainland China Production Plant Earn Reader's Digest "Trusted Brand Gold Prize" and Product Safety Certificate

Knife Brand Garners Reader's Digest Hong Kong and Asia's "Trusted Brand Gold Prize" for 11 Consecutive Years

Knife Brand has been awarded the "Trusted Brand Gold Prize" in Hong Kong and Asia this year and is the only Hong Kong edible oil brand to receive this recognition. The Knife Brand was launched in Hong Kong 50 years ago, and has grown together with Hong Kong families. It entered the China market during the 1990s, and has recorded satisfactory growth each year. Recently, the Knife Brand has extended its reach from southern China to the eastern and northern parts of the country, demonstrating huge potential for sustainable development. Its slogan "始終都是媽媽好，始終都是刀嘜好" (*meaning: No one is better than Mum, No one is better than Knife*) helps to boost brand retention among consumers. The Group has established a modern production base with an experienced professional team using natural raw materials and maintains the high quality of products as evidenced by earning the HACCP food safety and ISO 9001 quality certifications. The Group also places importance to innovation as can be seen in the new package launched early this year, gaining the hearts of consumers with its practical yet attractive design.

The "Trusted Brand Gold Prize" is an award presented by *Reader's Digest* annually since 1999. The magazine conducts surveys every year in which consumers select their most trusted brand within various products and categories. The "Trusted Brand" is assessed based on major brand values including reliability, reputation, creativity, quality, value, understanding of customers' needs and social responsibility. The survey covers eight major cities in Asia including Hong Kong, India, Mainland China, Malaysia, the Philippines, Singapore, Taiwan and Thailand, thus fully reflecting Asian consumer preference.

Recognition as the "Model Enterprise for Reliable Grain & Edible Oil Manufacturing" (放心糧油生產示範企業)

Jiangsu Lam Soon Food Company Limited, a subsidiary of the Lam Soon Group located in Jintan City, Changzhou, has been recognised as "Model Enterprise for Reliable Grain & Edible Oil Manufacturing in Jintan City" (放心糧油生產示範企業) in 2009 by the China National Association of Grain Sector.

After the successful acquisition of Su Nan Flour Mill in September 2009, the company was renamed Jiangsu Lam Soon Food Company Limited. As part of integration and management restructuring, the Group has ensured the acquired company's food safety practices conform to the high standards of the Lam Soon Group. The "Reliable Grain and Edible Oil" project team, which was formed by the municipal government of Jintan City, State Administration of Grain and Bureau of Quality and Technology Supervision, has conducted a full inspection of the company's flour production process and random checks on the company's products on sale in the market. The "Model Enterprise for Reliable Grain and Edible Oil Manufacturing" (放心糧油生產示範企業) is testimony to the reliability of its products to consumers. This honour also boosts the credibility of the Group's brand and marketing efforts in eastern China.

Lam Soon Serves Consumers and Customers with 3T Core Strategy

Mr. Leung Wai Fung, Managing Director of Lam Soon (Hong Kong) Limited, indicated that the Group owns six household brands which have been granted "Hong Kong Top Brand Awards" by the Chinese Manufacturers' Association of Hong Kong. They are the "Golden Statue" and "American Roses" flour, "Knife" and "Red Lantern" edible oil, as well as "AXE" and "Labour" detergent brands.

Over the years, Lam Soon products have gained wide recognition and appreciation for reliable and excellent quality in the community. The Group was selected as the official flour supplier for the 2008 Beijing Olympic Games by providing "Golden Statue" and "American Roses" flour. The Group was also awarded "The Outstanding Supplier" of 2008 Beijing Olympic Games by Beijing Grain Corporation. It demonstrates Lam Soon's products inspire great confidence in consumers.

Mr. Leung also stated that the Group's core strategy for food branding is to build up "3T" relationship with consumers and customers, namely Taste, Touch and Trust.

The Group strives to provide high quality products for daily consumption of consumers and to improve the quality and functions of products to meet consumer demand and to gain their long-term trust. It has also enhanced the connection with consumers via appropriate promotion and commercials.

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Lam Soon Hong Kong Group

A member of Hong Leong Group, Lam Soon Hong Kong Group was incorporated since 1961, and was listed on the Hong Kong Stock Exchange in 1972 under stock code 0411. Lam Soon's major products include food and detergent products.

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