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Lam Soon Edible Oil Formula Obtains its First National Patent

4:1 Oil Formula in “Red Lantern” Product Leads New Industry Trend

Shenzhen Lam Soon Edible Oils Company Limited, a wholly-owned subsidiary of Lam Soon Hong Kong Group (“Lam Soon Group” or ‘the Group’), was accredited the National Technology Patent Certificate by the State Intellectual Property Office of the P.R.C. for its 4:1 balanced-nutritional edible oil formula, the first edible oil product of the Group to be awarded a national technology patent. The patent accreditation has redefined a formula standard for edible oils, positioning Lam Soon as the leader in the edible oil sector in the trend towards more scientific-based formulas.

For the optimal nutritional balance in meals, the ratio of linoleic acid and α -linolenic acid should be 4:1. Lam Soon is the first enterprise to apply the 4:1 ratio of polyunsaturated fatty acids content in products. In addition, the ratio of linoleic Acid ($\omega 6$) and α -linolenic ($\omega 3$) series fatty acids in edible oils should be 4:1 to provide healthy edible oils to users. Professor Jiang Zhuo-Qin of Faculty of Nutrition, Sun Yat-Sen University said, “After entering the human body, α -linolenic acid can integrate DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid) with enzymes acting as a catalyst. The naturally integrated DHA and EPA can ensure efficient absorption and utilisation by the human body when compared with artificial additives. They are also essential components for a healthy functioning brain, sight and skin.”

Lam Soon’s two renowned brands in Hong Kong, the “Knife” and the “Red Lantern” brands have garnered many awards for their reputation and premium quality. This year, the “Knife” brand has won the “Hong Kong Top Brand Ten Year Achievement Award” by The Chinese Manufacturers’ Association of Hong Kong, as well as Hong Kong and Asia’s “Trusted Brand Gold Prize” by Reader’s Digest for the 11th consecutive year.

Mr. Rowland Li, General Manager of the Edible Oils Division of Lam Soon Group, announced that the Group will be granted the patented 4:1 formula for its “Red Lantern” with the priority launch in the Mainland market. The Group has also redesigned the packing and bottle shape of the “Red Lantern” brand to enhance the brand image and expand its edible oils into the middle and high-end markets. Currently, “Red Lantern” provides a comprehensive product series of 8 varieties of edible oil in nearly 40 types of packaging. Mr. Li indicated, “Lam Soon will continue to develop the middle and high-end markets in first-tier cities, with the aim to boost the brand influence to the corresponding brand image and gain consumer trust by addressing the health concerns of customers.”

Mr. Leung Wai Fung, Group Managing Director of Lam Soon Hong Kong Group, emphasized that, "Riding on the rapid development of Chinese economy, as well as the rising demand for quality food created by higher disposable incomes, the Group will continue to provide the best products for consumers. Lam Soon will leverage our technology to develop quality and healthy edible oil with balanced nutrition through natural ingredients. The national patent awarded for our 4:1 edible oil is an authoritative recognition of our edible oils' scientific nutrition formula."

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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.

Media Enquiries

Strategic Financial Relations Limited

Vicky Lee / Kent Lau / Cissy Ho

Telephone: 2864 4834 / 2864 4870 / 2114 4903

Email : vicky.lee@sprg.com.hk / kent.lau@sprg.com.hk / cissy.ho@sprg.com.hk