



**Lam Soon's Flour and Edible Oil Businesses  
Both Earn the Awards of "2010 Guangdong Top 500 Enterprises"  
and "2010 Guangdong Top 100 Manufacturing Enterprises"**

(Hong Kong, 20 July 2010) - **Lam Soon (Hong Kong) Limited** ("Lam Soon" or the "Group"; **HKSE: 0411**), a leading producer and distributor of branded premium Food and Detergent products in Hong Kong and Mainland China, is pleased to announce that its wholly owned subsidiaries, Shenzhen Lam Soon Edible Oils Company Limited and Shekou Lam Soon Flour Mills Company Limited, were both selected as one of the "2010 Guangdong Top 500 Enterprises" and "2010 Guangdong Top 100 Manufacturing Enterprises".

**Mr. Kwek Leng Hai, Chairman of the Group**, said, "In light of the rising quality of management of enterprises in China, we are honoured to share these recognitions with other top enterprises. We would like to thank Guangdong Provincial Enterprises Confederation and Guangdong Provincial Association of Entrepreneurs for recognising our efforts in contributing to economic development in Guangdong Province as well as our growth in the market. As a model to aspire to, the awards greatly encourage our management team to strive for higher recognition and provide more quality products for customers."

Lam Soon entered the Mainland China markets since 1989 initially in Shenzhen and Guangzhou in Guangdong Province, later extending its reach to Jiangsu and Shandong Provinces. It has grown into one of the major food suppliers and the five largest flour enterprises in China. Lam Soon is a major taxpayer in Guangdong Province. The Group has implemented best management practices, and has maintained financially healthy with abundant capital and risk management capability over the years. The Group was able to explore acquisition investments during the financial crises and expand its business, while creating more job and training opportunities. Lam Soon is also committed to social responsibility, contributing to charity and donation sponsorship. The Group has participated continuously in the Community Chest's Walks for Millions and the events held by The Boys' & Girls' Clubs Association of Hong Kong.

Since its establishment in 1961, the Group's brands have been instilled in the minds of consumers for 50 years. By conscientious "Highest standards in product safety, Leading performance in customer value enhancement" the Group has been actively placing greater emphasis on food safety, leading the way for the market to attain high quality standards. All production centres of the Group have achieved quality system certification and its diverse products have passed stringent inspection procedures to ensure product quality. Renowned for their excellent quality over the years, the Group's products have gained the trust of famous

international catering chains, the baking industry and four and five-star hotels in major cities in Mainland China. The Group has also devoted energies on building brand equity. Its "Knife" and "Red Lantern" edible oil brands, "Golden Statue" and "American Roses" flour brands and "AXE" and "Labour" liquid dishwashing detergent brands have all been awarded as "Hong Kong Top Brand" in previous years. The "Golden Statue" flour brand has been awarded "China Top Brand" for two consecutive years. Shekou Lam Soon Flour Mills Company Limited was honoured as "The Outstanding Supplier of the 2008 Beijing Olympic Games" by the Beijing Grain Corporation.

The Group also places great value on R&D to promote scientifically-based nutrition. The Group's edible oil business has introduced the new non-spill spout and streamlined flip top cap packages to better meet the actual needs of consumers. The "Knife" brand has also launched the Health+ High Oleic Formula edible oil series recently catering for the needs of consumers concerned with the health of their hearts. Lam Soon Edible Oil was also accredited the National Technology Patent Certificate by the State Intellectual Property Office of the PRC for its 4:1 balanced-nutritional edible oil formula in May this year.

As China's economy keeps improving, the Chinese consumers now have higher expectations on the better quality of food products, Lam Soon's positioning on its edible oil and flour products is well prepared to further enlarge their market share and increase the revenues of the Group.

Co-organized by Guangdong Provincial Enterprises Confederation and Guangdong Provincial Association of Entrepreneurs, the selection of the "2010 Guangdong Top 100 Enterprises" has been held for seven consecutive years. The selection this year aims to recognise enterprises and entrepreneurs in Guangdong Province for their positive approach towards the global financial crisis by constantly pursuing creative innovation and eventually realising the corporate strategy of "capturing opportunities and strengthening themselves during adversity". The adjudication panel was formed by the representatives of relevant authorities of Guangdong Provincial Government, industry experts and news organisations. The committee members visited Lam Soon's production centre in Shenzhen in April this year to gain a thorough understanding of its production, R&D, marketing and sales operations and brand management. The committee then shortlisted the enterprises mainly according to their sales revenue and compiled the final ranking after assessing the brand awareness, social corporate responsibility activities and risk tolerance of the participating enterprises.

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**Lam Soon Hong Kong Group**

Lam Soon (Hong Kong) Limited is a member of the Hong Leong Group. Established in 1961 and listed on the Hong Kong Stock Exchange since 1972, Lam Soon has established a reputation of high quality food and detergent products in Hong Kong and China. These products are led by a series of premium flagship brands namely "Golden Statue" and "American Roses" flour, and "Knife" and "Red Lantern" edible oil, as well as "AXE" and "Labour" liquid dishwashing detergent. The "Knife" peanut oil has achieved top sales in Hong Kong for 11 consecutive years.

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