

[For Immediate Release]



## Lam Soon Kicks Off 50<sup>th</sup> Anniversary Celebration by Joining the 45<sup>th</sup> Hong Kong Brands and Products Expo

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***New Products, Shoppers' Discounts and Special Offers Available during the Expo  
Share the Joy with Customers***

(Hong Kong, 10 December 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, will kick off its 50<sup>th</sup> anniversary celebration by joining the 45<sup>th</sup> Hong Kong Brands and Products Expo (the "Expo") from 11 December 2010 to 3 January 2011 at Victoria Park, Causeway Bay.

Over the past years, the Expo has gathered well-known Hong Kong brand together. In pursuing Lam Soon's philosophy of "Joining Hands to Build the Prosperity of Hong Kong through the creation of Brands" over the years, it has put great effort in promoting its premium brands in Hong Kong and China. The Group was awarded the "TOP Mark" of Hong Kong Top Brands (formerly the "Hong Kong Top Ten Brandnames Awards") for its "Knife" edible oil in 1999. Its other brands including "Red Lantern" edible oil, "AXE" and "Labour" detergent products, "Golden Statue" flour and "American Roses" soft flour, have also garnered the same award. All of these brands have been presented at the Expo over the years, reflecting that the Group's dedication to building trusted brands has been appreciated by its customers.

**Mr. Leung Wai Fung, Group Managing Director**, said, "Lam Soon is on the threshold of its 50<sup>th</sup> anniversary since our establishment in 1961. We have witnessed the rise and prosperity of Hong Kong together with people of Hong Kong. During the last five decades, our brands have become the preferred "Hong Kong Brands" among consumers in Hong Kong and Mainland China. To reward our customers for their genius support, our Expo booth is decorated as a huge Christmas gift, with more new products, shoppers' discounts, and special offers are available to provide a pleasant Lam Soon shopping experience."

In addition, as the Expo will be held during the Christmas and New Year holidays, Lam Soon will set up a special photo spot where customers can dress up as a snowman or a snowwoman to be photographed, while shopping at its booth.

To match the theme of the 45<sup>th</sup> Expo – "Creativity of Hong Kong Industries Exhibition", Lam Soon will showcase all of its prominent and long-standing brands that it has launched over the years. This includes displaying products of "Knife" and "Red Lantern" edible oils, "AXE" and "Labour" detergent products, "Golden Statue" flour and "American Roses" soft flour, all of which were awarded the Hong Kong Top Brands. Moreover, the Group will launch new products highlighted by "Knife Health+ High Oleic Formula Sunflower Seed Oil" and "AXE Skin Moisturizing Dishwashing Detergent with Jasmine Tea" and offer discounts during the Expo period in appreciation to customers for their continuous support of Lam Soon's quality products. The "Knife Health+ High Oleic Formula Sunflower Seed Oil" has been selected as the Healthy Oil of World Heart Day 2010 by the Hong Kong College of Cardiology recently. The product, which are healthier than ordinary olive oil and good for the heart, is made of high oleic sunflower seed oil and canola oil. The "AXE Skin Moisturizing Dishwashing Detergent with Jasmine Tea" features natural theophylline extracted from tea leaves as a key ingredient. Its strong cleansing power helps remove grease easily.

Adding to the festivities, for celebrating the 50<sup>th</sup> Anniversary of the Group, Lam Soon will offer The “Gift for 50” Program – On the first day of HKBPE (11 December 2010), the first 50 customers whose 50th birthday is in May 2011 and who spend over HK\$50 at the Lam Soon booth will receive one pack of “Knife Health+ High Oleic Formula Sunflower Seed Oil (900ml X 3)” and one pack of “AXE Skin Moisturizing Dishwashing Detergent with Jasmine Tea (1300g pump package + refill)”. The gift is on a first-come-first-served basis while stock lasts. Lam Soon will also hold an “Lucky Wheel” at its booth. Customers are eligible for a lucky draw of each multiple purchase for the value of HK\$100 at Lam Soon’s booth on the same day. Every “Lucky Wheel” entry is guaranteed a prize. At the same time, selected “Haomama” members can also receive an additional premium gift by presenting an electronic coupon with an accumulated purchase amount at the Group’s booth of just HK\$100. (Each member is entitled to one gift only. The gift is on a first-come-first-served basis while stock lasts.).

**Mr. Leung** concluded, “Capitalising on the strong foundation we have built during the past half century, Lam Soon is, on one hand, expanding markets in Hong Kong, Eastern China, Southern China and Northern China, aiming to build an extensive sales network throughout the country. On the other hand, the extension of our flour mill in Qingzhou will commence its Phase II in the near future. This will increase our wheat processing capacity from 500 tonnes per day to 1,100 tonnes per day, boosting Lam Soon’s leading position in China’s quality flour market segment. Looking ahead, we are confident that we can take our core businesses into a new era of even greater success.”

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*\*For more information, please see the factsheet on the next page.*

### **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” detergent products. The “Knife” peanut oil has achieved top sales in Hong Kong for 11 consecutive years.

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## Fact Sheet for Lam Soon's Booth at the 45<sup>th</sup> Hong Kong Brands and Products Expo

<b>Name of exhibition</b>	The 45 <sup>th</sup> Hong Kong Brands and Products Expo
<b>Date</b>	11 December 2010 to 3 January 2011
<b>Venue</b>	Victoria Park, Causeway Bay, Hong Kong
<b>Booth No</b>	3B60-67A
<b>Highlights</b>	<ol style="list-style-type: none"> <li>1) The booth will be decorated as a <b>Huge Christmas present</b>. The golden ribbon signifies the Group's 50<sup>th</sup> anniversary, showing its commitment to "rewarding customers and sharing the joy";</li> <li>2) <b>A special photo spot</b> will be set up inside the booth where customers can dress as a snowman or a snowwoman to be photographed;</li> <li>3) Products with the <b>Hong Kong Top Brand</b> logo, "TOP Mark", (formerly the "Hong Kong Top Ten Brandnames Awards"), including "<b>Knife</b>" and "<b>Red Lantern</b>" edible oil, "<b>AXE</b>" liquid dishwashing detergent, "<b>Labour</b>" detergent, "<b>Golden Statue</b>" flour and "<b>American Roses</b>" soft flour, will be exhibited at the Expo to echo this year's exhibition theme "Creativity of Hong Kong Industries"</li> </ol>
<b>New products</b>	<p><b>Knife Health+ High Oleic Sunflower Seed Oil</b></p> <p>Product characteristics:</p> <ul style="list-style-type: none"> <li>- "Knife Health+ High Oleic Formula Series" has been selected as the Healthy Oil of World Heart Day 2010 by the Hong Kong College of Cardiology</li> <li>- Healthier than ordinary olive oil, the product is made of high quality oleic sunflower seed oil and canola oil</li> <li>- Good for the heart</li> <li>- Higher temperature smoking point with less fumes, keeping the kitchen clean and less messy</li> <li>- Suitable for making salad dressing, cold dishes, stir-fried and deep-fried dishes, especially for high temperature cooking</li> </ul> <p>Original price (900ml X 3): HK\$209.9 <b>Special price at the Expo: HK\$92</b></p>  <p><b>AXE Skin Moisturizing Dishwashing Detergent with Jasmine Tea</b></p> <p>Product characteristics:</p> <ul style="list-style-type: none"> <li>- Contains natural theophylline extracted from tea leaves</li> <li>- The theophylline formula features strong cleansing power and helps remove grease easily</li> <li>- Effectively removes bad odours, especially for dishes and sponges</li> </ul> <p>Original price (<b>1300g pump package + refill</b>): HK\$38.9 <b>Special price at the Expo: HK\$32</b></p> 
<b>Discount privileges</b>	<ol style="list-style-type: none"> <li>1) "<b>Gift for 50</b>" – For celebrating the 50<sup>th</sup> Anniversary of Lam Soon, on the first day of HKBPE (11 December 2010), the first 50 customers whose 50<sup>th</sup> birthday is in May 2011 and who spend over HK\$50 at the Lam Soon booth will receive one pack of "Knife Health+ High Oleic Formula Sunflower Seed Oil (900ml x 3)" and one pack of "AXE Skin Moisturizing Dishwashing Detergent with Jasmine Tea (1300g pump package + refill)". The gift is on a first-come-first-served basis while stock lasts.</li> <li>2) "<b>Lucky Wheel</b>" – Customers are eligible to spin the lucky wheel to win an instant prize for accumulated spending of HK\$100 or above at Lam Soon's booth on the same day during the Expo period. Every "Lucky Wheel" entry is guaranteed a prize</li> <li>3) <b>Privilege for "Haomama" members</b> – In addition to entering "Lucky Wheel", selected "Haomama" members can also receive an additional premium gift by presenting an electronic coupon with an accumulated purchase amount at Lam Soon's booth of just HK\$100. (Each member is entitled to one gift only. The gift is on a first-come-first-served basis while stock lasts.)</li> </ol>

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