



FOR IMMEDIATE RELEASE

Crossworks and Chow Tai Fook Sign Supply and Licensing Agreement of Hearts and Arrows Ideal Square Cut Diamond

(Hong Kong, 28 August 2013) **Crossworks Manufacturing Ltd.** ("Crossworks") and **Chow Tai Fook Jewellery Group Limited** ("Chow Tai Fook", HKEx stock code:1929), the world's largest pure-play jeweller with a heritage of over 80 years, are pleased to announce that they have entered into a Long-Term Supply and Licensing Agreement for Crossworks' patented hearts and arrows ideal cut square diamond. Through this Agreement, Crossworks will supply to Chow Tai Fook the patented ideal square cut diamond and Chow Tai Fook will have the exclusive distribution right to sell the patented ideal square cut diamond through its extensive retail network in Greater China.

Through innovation and research, Crossworks designed the square cut hearts and arrows diamond to enhance the brilliance, fire and scintillation in a square cut diamond. The Crossworks' patented ideal square cut diamond has achieved the grade of "ideal" for light performance from leading gemmological laboratories. It offers consumers an eight-sided square cut diamond that exhibits eight hearts and eight arrows as evidence of its perfect symmetry.

Crossworks President, Uri Ariel said, "The long-term agreement between Crossworks and Chow Tai Fook is an exciting opportunity. The patented ideal square cut diamond offers consumers the opportunity to purchase a diamond that has equal or greater beauty and brilliance to a traditional ideal cut round brilliant diamond. The launch of this diamond in Greater China through Chow Tai Fook, one of the world's most iconic jewellery retailers, achieves our vision to bring beautiful diamonds to consumers."

Albert Chan, Executive Director of Chow Tai Fook remarked, "Chow Tai Fook is pleased with the exclusive arrangement with Crossworks and welcomes the opportunity to introduce the premium hearts and arrows ideal square cut diamond to the Greater China market through our extensive retail network across the region. It is a part of our continual commitment to deliver to our customers the most beautiful diamonds and diamond jewellery products the world has to offer."

The hearts and arrows ideal square cut diamonds will be exclusively sold through Chow Tai Fook's points of sale and marketed under the De Beers Group's Forevermark brand in the Mainland of China, Hong Kong, Macau and Taiwan.

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About Crossworks Manufacturing Ltd.

Crossworks Manufacturing Ltd., a member of the HRA Group of Companies, is a Canadian company and maintains five polishing facilities in Canada, Vietnam and Namibia. The HRA Group is a DTC Sightholder, Rio Tinto Select Diamantaire and an Authorized Partner of Argyle Pink Diamonds.



Crossworks is a Forevermark™ Diamantaire in Asia, USA, Australia and exclusively in Canada. The Group is known as a manufacturing innovator through its patented diamonds, particularly the Ideal Square. Currently, the Group is the largest manufacturer of branded Canadian diamonds in the world with distribution throughout North America, Europe and Asia.

About Chow Tai Fook Jewellery Group Limited

Chow Tai Fook Jewellery Group Limited, a leading jeweller in the Mainland of China, Hong Kong and Macau, was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011 and has become the world's largest pure-play jeweller by market capitalisation. Chow Tai Fook is now a constituent stock of the Hang Seng China 50 Index and the Hang Seng Mainland 100 Index. Its principal products are mass luxury jewellery and high-end luxury jewellery products including gem-set jewellery, gold product, and platinum and karat gold product, and watch.

The Group's iconic brand "Chow Tai Fook" and long-standing history of over 80 years of operations represent key competitive advantages of its business. The Chow Tai Fook brand is recognised for its trustworthiness and authenticity, and renowned for its product design, quality and value.

The Group has an extensive retail network, with over 1,850 points of sale in more than 400 cities in Greater China, Singapore and Malaysia. It also has a growing presence in e-commerce. The Group's vertically integrated business model provides an effective and tight control over the entire operation chain from raw material procurement, design, production, to marketing and sales through its extensive retail network.

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