

SA SA INTERNATIONAL HOLDINGS LIMITED



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(the "Company")

(Incorporated in Cayman Islands with limited liability)

The board of directors of Sa Sa International Holdings Limited (the "Board") wishes to announce that Mr. Roger King has completed and fulfilled the terms of his Service Agreement and will cease to be an executive director, chief executive officer and president of the Company with effect from 10th May, 2002. The Board wishes to thank Mr. King for his valuable services rendered to the Company during the term of his appointment and wishes Mr. King all future successes in his endeavours.

By Order of the Board  
**Sa Sa International Holdings Limited**  
**Kwok Siu Ming, Simon**  
Chairman

Hong Kong, 29th April, 2002

"Please also refer to the published version of this announcement in the Hong Kong i-mail"