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SA SA INTERNATIONAL HOLDINGS LIMITED

莎莎國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 178)

ANNOUNCEMENT

Election of Language and Means of Receipt of Corporate Communication

Pursuant to the requirements of the Listing Rules, the Company is making adequate arrangements to ascertain the wishes of its Shareholders as to choice of language and means of receipt of the Company's future Corporate Communication.

INTRODUCTION

Pursuant to the applicable legislation/regulation and the Company's Articles of Association, the Company is permitted to send Corporate Communication to its Shareholders either: (i) in printed form, either in the English language only, the Chinese language only, or both the English and Chinese languages; or (ii) by electronic means through the Company's website, provided that the Company has made adequate arrangements to ascertain the wish of its Shareholders.

PROPOSED ARRANGEMENTS

The following arrangements have been or will be made by the Company in compliance with the requirements under Rules 2.07A and 2.07B of the Listing Rules:

1. The Company will send a letter today together with an instruction slip and postage pre-paid envelope (together, the "First Letter"), prepared in English and Chinese, to its Shareholders to enable them to select to receive future Corporate Communication of the Company: (i) in printed form, in either English or Chinese or both English and Chinese; or (ii) by electronic means through the Company's website. The First Letter will explain that if no reply is received from such Shareholders by 11th December 2006, the following arrangements will apply, where applicable:
 - the future Corporate Communication will be sent in Chinese only to all Hong Kong Shareholders who are natural persons with a Chinese name; and
 - the future Corporate Communication will be sent in English only to all overseas Shareholders and all Hong Kong Shareholders other than natural persons with a Chinese name.

Whether a Shareholder is a Hong Kong or an overseas Shareholder will be determined by his or her or its address as appearing in the branch register of members maintained by the Branch Share Registrar.

Shareholders have the right at any time by reasonable notice in writing to the Company to change the choice of language of the future Corporate Communication.

2. The Company will send the selected language version(s) of the future Corporate Communication to those Shareholders who have made a selection unless and until they notify the Company in writing that they wish to receive the future Corporate Communication in the other (or both) language(s).
3. When each future Corporate Communication is sent out according to the arrangements as set out in paragraphs 1 and 2, a letter together with a pre-paid instruction slip (together, the "Second Letter"), prepared in English and Chinese, will be attached to or printed at some prominent place in the versions of the future Corporate Communication sent out stating that the future Corporate Communication prepared in the other language will be available upon request. The Shareholder may change their choice of language and means of receipt of future Corporate Communication by completing the instruction slip in the Second Letter and returning it to the Company's Branch Share Registrar.
4. With respect to the Shareholders who choose to receive future Corporate Communication by electronic means, the Company will notify such Shareholders as and when the Corporate Communication is published on the Company's website.
5. With respect to future Shareholders, the Company will send the first Corporate Communication in both English and Chinese versions to such Shareholders together with a letter similar to the First Letter and the Second Letter for the use by such Shareholders to indicate their preference as to the choice of language and means of receipt of future Corporate Communication. If no reply is received from such Shareholders by an indicated deadline, the arrangements set out in paragraph 1 will apply.
6. The Corporate Communication in both English and Chinese versions and in accessible format will be available on the Company's website at www.sasa.com and the website of Stock Exchange at www.hkex.com.hk.
7. The Company is providing a dial-up hotline service (Tel: (852) 2980 1333) to enable Shareholders to make enquiry of the Company's proposed arrangements.
8. The First Letter and the Second Letter will mention that both languages of the future Corporate Communication will be available on the Company's website and that the dial-up hotline has been provided as mentioned in paragraphs 6 and 7 respectively.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

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|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| "Branch Share Registrar" | The Company's branch share registrar in Hong Kong, Abacus Share Registrars Limited; |
| "Company" | Sa Sa International Holdings Limited, a company incorporated in the Cayman Islands, whose securities are listed on the Stock Exchange; |
| "Corporate Communication" | any document issued or to be issued by the Company for the information or action of its Shareholders as defined in Rule 1.01 of the Listing Rules; |

“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange;
“Shareholder(s)”	the holder(s) of the share(s) of the Company;
“Hong Kong”	The Hong Kong Special Administrative Region of the People’s Republic of China; and
“Stock Exchange”	The Stock Exchange of Hong Kong Limited.

By Order of the Board
Kwok Siu Ming, Simon
Chairman and Chief Executive Officer

Hong Kong, 9th November 2006

As at the date of this announcement, the Board comprises of the following directors:

Executive Directors:

Mr. Kwok Siu Ming, Simon (*Chairman and Chief Executive Director*)

Mrs. Kwok Law Kwai Chun, Eleanor (*Vice-chairman*)

Mr. Look Guy (*Chief Financial Officer*)

Non-executive Director:

Mrs. Lee Look Ngan Kwan, Christina

Independent Non-executive Directors:

Professor Chan Yuk Shee, J.P.

Dr. Leung Kwok Fai, Thomas, J.P.

Ms. Tam Wai Chu, Maria, GBS, J.P.

“Please also refer to the published version of this announcement in China Daily.”