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SA SA INTERNATIONAL HOLDINGS LIMITED

(incorporated in the Cayman Islands with limited liability)
(Stock Code: 178)

Announcement

The Company has noted a Newspaper Article regarding a possible sale by Mr. Kwok of his shareholding in the Company. The Board has been informed that Mr. Kwok is not currently considering a disposal of his shareholding in the Company.

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (“Stock Exchange”).

The board of directors (“Board”) of Sa Sa International Holdings Limited (“Company”) has noted that Hong Kong Economic Times reported on 18 July 2008 that Mr. Kwok Siu Ming, Simon (“Mr. Kwok”), a director and a beneficial controlling shareholder of the Company, is considering a possible sale of his shareholding in the Company (“Newspaper Article”), which may lead to a general offer for the shares of the Company.

The Board has also noted that there has been no unusual fluctuation in the price or trading volume of the shares of the Company since the release of the Newspaper Article.

The Board has made enquiries with Mr. Kwok and has been informed that Mr. Kwok is not currently considering a disposal of his shareholding in the Company.

The Board confirms that there is no negotiation or agreement relating to any intended acquisition or realisation which is discloseable under Rule 13.23 of the Rules Governing the Listing of Securities on the Stock Exchange (“Listing Rules”), neither is the Board aware of any matter discloseable under general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Shareholders and public investors of the Company are reminded to exercise caution when dealing in the securities of the Company.

Made by order of the Board of which individually and jointly accept full responsibility for the accuracy of this announcement.

By Order of the Board
Sa Sa International Holdings Limited
Kwok Siu Ming, Simon
Chairman and chief executive officer

Hong Kong, 18 July 2008

As at the date of this announcement, the directors of the Company are:

Executive Directors:

Mr. Kwok Siu Ming, Simon, *J.P.* (Chairman and chief executive officer)

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.*

Ms. Ki Man Fung, Leonie, *SBS, J.P.*