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SA SA INTERNATIONAL HOLDINGS LIMITED

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

Clarification Announcement

This announcement is made at the request of the Stock Exchange to clarify the Statement set out in the Newspaper Article.

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 from an article on Hong Kong Economic Times on 28 October 2008 (“Newspaper Article”) which stated that the management of the Company indicated due to economic downturn and lower operating margin, there will be a drop in earnings by 10%-15% for 2009. The gross margin in recent weeks fell 1% as consumers shift to cheaper products (“Statement”).

The Board wishes to clarify that the Company has not made any profit forecast as set out in the Statement and does not have any knowledge of the source of information contained therein.

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, 28 October 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.*