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SA SA INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 178)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board of directors of Sa Sa International Holdings Limited is pleased to announce the appointment of Ms Lee Yun Chun Marie-Christine as a non-executive director of the Company with effect from 26 February 2013.

The Board is pleased to announce that Ms Lee Yun Chun Marie-Christine has been appointed as a non-executive director of the Company with effect from 26 February 2013. Ms Lee will hold office until the Company's next annual general meeting ("AGM") and she will be eligible for re-election at the AGM pursuant to the Company's Articles of Association.

Ms Lee, aged 53, has a proven leadership position in retailing, branding and marketing, with more than 15 years of experience. Ms Lee is currently an ambassador of Harry Winston (Hong Kong) Limited, focusing on sales, branding and marketing, and successfully launched its debut shop in Hong Kong. Harry Winston is a world famous jeweller specializing in luxurious jewellery and jewellery watches. Ms Lee is a founder of Sport Max HK Co Limited and Hope Sport Association, providing the highest standard of qualified and professional coaching in sports. She is also an advisory board member of Phoenix Property Investors (H.K.) Limited, a private equity real estate investment group focusing on first tier pan-Asian markets.

Previously, Ms Lee was a product manager of Shiatos Limited, an agent managing and distributing various prestigious European and international brands in Hong Kong. She was responsible for retailing and marketing, and successfully launched world famous high fashions in Hong Kong. She also worked for Citicorp International/Citibank NA as an investment advisor manager for high net worth individuals, and marketed loans for multinational corporations.

Ms Lee is committed to community work and is a founder of Sports for Hope Foundation, providing funding to highly-talented young underprivileged athletes who lack financial means to further their passion. Ms Lee obtained a Bachelor of Science in Biochemistry and Nutritional Sciences from Simmons College, Boston, United States.

Ms Lee does not hold any other directorships in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas.

There is no service contract between Ms Lee and the Company and Ms Lee is subject to retirement and re-election at annual general meetings pursuant to the Articles of Association and the Listing Rules. Ms Lee is entitled to Director's fees of HK\$257,400 per annum, which is determined by the Board following recommendations by the Remuneration Committee with reference to the fees payable by companies of comparable business and scale.

Ms Lee is a cousin of Mr Look Guy, the Chief Financial Officer and Executive Director of the Company, and a daughter of Mrs Lee Look Ngan Kwan Christina, a non-executive director of the Company who retired in August 2012. Save as aforesaid, Ms Lee is not related to any directors, senior management or substantial shareholder or controlling shareholder of the Company and she does not hold any other position with the Company or its subsidiaries. As at the date of this announcement, Ms Lee does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save for disclosed above, the Company is not aware of any other matters relating to the appointment of Ms Lee that need to be brought to the attention of the Shareholders nor information required to be disclosed pursuant to any of the requirements under Rule 13.51(2) of the Listing Rules.

The Board would like to extend its warm welcome to Ms Lee for joining the Board.

By Order of the Board
KWOK Siu Ming Simon
Chairman and chief executive officer

Hong Kong, 26 February 2013

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

Executive Directors

Dr KWOK Siu Ming Simon, *BBS, JP* (Chairman and chief executive officer)
Dr KWOK LAW Kwai Chun Eleanor, *BBS* (Vice-chairman)
Mr LOOK Guy (Chief financial officer)

Non-executive Director

Ms LEE Yun Chun Marie-Christine

Independent Non-executive Directors

Professor CHAN Yuk Shee, *PhD, SBS, JP*
Dr LEUNG Kwok Fai Thomas, *PhD, BBS, JP*
Ms TAM Wai Chu Maria, *GBS, JP*
Ms KI Man Fung Leonie, *SBS, JP*
Mr TAN Wee Seng