

4th March, 2008

redearth and Sa Sa Formed Exclusive Retail Partnership in Hong Kong, Macau, Malaysia, Singapore and Taiwan

Sa Sa, Asia's leading beauty retailer and one-stop cosmetics speciality brand, and **redearth** jointly announce the exclusive arrival of **redearth** products to Sa Sa stores in Hong Kong, Macau, Malaysia, Singapore and Taiwan. Through this strategic partnership formed since May 2007, Sa Sa is now a key player in making **redearth** readily accessible to women across Asia.

Originally founded in Australia in 1989, **redearth** has evolved into an international, fashion forward and trend orientated colour cosmetics brand with a powerful and quality driven offer. Famed for its innovation, creativity and 'Premium Beauty Made Easy' philosophy, **redearth** makes beauty effortless for every woman. The brand offers an unrivalled combination of professional, premium and stylish products, all of which are simple to use and are priced significantly lower than prestige brands.

Today **redearth** is in over 1,000 locations and more than 25 countries spanning Europe, the Middle-East, North America and China. **redearth**, in partnership with Sa Sa is now keen to inspire cosmetics consumers throughout key Asian markets.

Sa Sa, with its over 110 stores in Asia, is the largest cosmetics specialty store chain in Asia Pacific region and one of the top five retail groups in Hong Kong, according to the Asia-Pacific Top 500 ranking by Retail Asia magazine, KPMG and Euromonitor in 2007.

Stephan Borchert, President of **redearth** cosmetics said, ***"We are very excited about our partnership with SaSa. Making red earth accessible to all women in a friendly, comfortable and appealing environment is integral to our brand and Sa Sa is a good strategic fit. red earth has launched all new and updated lines with Sa Sa, backed by a joint marketing program. The initial response within this market has been tremendous and we look forward to an ongoing success story"***.

Peter Law, Senior Vice President, Category Management & Product Development, Sa Sa International Holdings Limited, said, ***"We are delighted to add red earth to our growing portfolio of premium brands and launch their newly developed Core Range, outstanding Seasonal Collections and special Limited Editions. Initial sales results show that red earth is a big hit with our fashion-savvy customers and we expect continued success of the brand in our market"***.



redearth

About red earth

Inspired by the colour of passion and pleasure, **red earth** was founded in Australia in 1989 and named in tribute to the country's remarkable red-coloured earth. Since then this best selling makeup brand has blazed a trail across the globe, gaining acclaim for its distinct combination of high-quality, professional and stylish products at affordable prices.

In 2002, internationally renowned lifestyle company Esprit acquired the brand and started an aggressive global expansion strategy. Today **red earth** is distributed in over 1000 locations and more than 25 countries.

About Sa Sa

Sa Sa is a leading cosmetics retail group in Asia with over 110 stores in Asia. Sa Sa operates the largest cosmetics specialty store chain in Asia Pacific region, as ranked by Retail Asia magazine, KPMG and Euromonitor in 2007, and is one of the top five retail groups in Hong Kong. As one of the major sole agents in cosmetics in Hong Kong, Sa Sa also represents more than 100 international beauty brands in Asia. Sa Sa prospers on its successful and proven "one-stop cosmetics specialty store" concept which aims to provide customers with the widest range of quality products. Its e-commerce arm, Sasa.com, provides online shopping service to customers as well as a strong marketing tool for the Group. Sa Sa, established in 1978, was listed on The Stock Exchange of Hong Kong in June 1997, and had an annual turnover of around HK\$2.89 billion for the year ended 31 March 2007.

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