

[For Immediate Release]



Sa Sa Supports Relief Operations

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Donating HK\$1 Million to Sichuan Earthquake Victims

(16 May 2008 – Hong Kong) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178), Asia’s leading cosmetics retail group, today announces that Sa Sa staff members, together with Mr. Simon Kwok, Chairman & Chief Executive Officer of the Group, and Mrs. Eleanor Kwok, Vice-Chairman, will donate HK\$1 million to render assistance to victims of Sichuan 7.8-magnitude earthquake. The fund raised will be subsequently donated to five charity organizations, namely World Vision, Salvation Army, Red Cross, UNICEF and Oxfam.

Immediately after the earthquake, Mr. and Mrs. Simon Kwok contacted their staff in Sichuan to find out whether they and their families were affected by the disaster and emergency relief allowance was granted to the affected colleagues. At the same time, the Group called for donations from all staff members in the region, Mr. & Mrs. Simon Kwok then topped up the total donation amount to HK\$1 million. The fund raised will be donated to the five beneficiary charity organizations via Home Affairs Bureau, HKSAR Government.

The Group will organize a charity sale of “Sasa **Jjoba Lip Balm**” from 17 May (Saturday) to 25 May (Sunday). To utilize the Group’s store network and provide a convenient donation channel for Hong Kong and Macau citizens, donation boxes will be placed in all the 59 Hong Kong & Macau stores from tomorrow (17 May) onwards. All the revenue from the charity sale and funds raised will be donated to World Vision for Sichuan earthquake relief operations.

Mr. Simon Kwok, Chairman and Chief Executive Officer of Sa Sa, said, "We feel the pain and understand the needs of victims in Sichuan. The Group has always been committed to corporate social responsibility, and together with our staff members' patriotic spirit and generous support, we hope that people in Sichuan can overcome the distress soon. Once again, we would like to express our deepest sympathy to the affected."

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retail group in Asia. Its over 110 stores in Asia sell more than 400 brands of skin care, fragrance, make-up and hair care products including its own brands and other exclusive international brands. Over 700 well-trained beauty consultants are employed to provide professional services to its customers.

Sa Sa runs the largest cosmetics specialty store chain in Asia Pacific region, as ranked by Retail Asia magazine and KPMG in 2007. 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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