

**For Immediate Release**



**In celebration of the 30<sup>th</sup> Anniversary of Sa Sa & Sha Tin Racecourse  
Sa Sa & Hong Kong Jockey Club Jointly Present  
the 4<sup>th</sup> “Sa Sa Ladies’ Purse Day” – One of the Most Anticipated Events of the Year**

(16 September 2008 – Hong Kong) – Leading cosmetics retailing group in Asia, **Sa Sa International Holdings Limited** (“Sa Sa” or “the Group”; stock code: 0178), and the Hong Kong Jockey Club (“HKJC”) will jointly present the “Sa Sa Ladies’ Purse Day” this year on 12 October at the Sha Tin Racecourse. Both Sa Sa and the Sha Tin Racecourse are celebrating their 30<sup>th</sup> anniversary this year. To mark this memorable occasion, Sa Sa presents two "My Radiant Ladies" whom are sponsored by the famed and century-long international jewellery brand - Harry Winston. This is the first jewellery event sponsored by Harry Winston in Asia protruding the leading status of Sa Sa in the Asian beauty industry.

**Sa Sa and Sha Tin Racecourse celebrate 30 years of brilliance making “Ladies’ Purse Day” a signature annual event of Hong Kong**

Mr. Kwok Siu Ming, Chairman and CEO of Sa Sa, said, “Sa Sa is celebrating its 30<sup>th</sup> anniversary this year and so is the Sha Tin Racecourse. The Group wishes to celebrate the special occasion with Hong Kong people on “Sa Sa Ladies’ Purse Day”. We have also invited the famous local hat designer Jaycow to tailor-made a hat with pearls to commemorate the special year of the Group. Apart from that, we are delighted to have the opportunity to work with Harry Winston - the world class jewellery brand and Olivia Couture – one of the most popular local fashion brand, to present the two prefect “My Radiant Ladies” today, which lives up the theme of the event.”

“This is the fourth year the Group sponsored the event. From the enthusiasm of the public shown to the event in the past three years, and Hong Kong being the Olympic equestrian events venue this year, we believe these arouse interest of locals and tourists to horse-racing activities in Hong Kong. Therefore, we hope to attract more people to join in this year. It is also our aim to promote the event as a signature annual event of Hong Kong, thus help drive tourism in Hong Kong and at the same time strengthen Sa Sa’s leading position in Asia.”

Mr William A Nader, Executive Director of Racing, HKJC said, “Chic high fashion and finery have been associated with the Sa Sa Ladies’ Purse, formerly the Ladies’ Purse, which is one of HK’s

oldest races dating as far back as 1848. While we will soon celebrate for the 30th anniversary of Sha Tin Racecourse - the racetrack which helped developing Hong Kong's racing into one of the top racing jurisdictions in the world, it is such a coincidence that this year also marks the 30th anniversary of Sa Sa, the leading cosmetics retailing group in Asia. There can be no doubt that the race has benefited from the partnership - last year over 66,000 fans, many of them dressed to impress, came to the track and a similar number were on hand the previous year. It's clear that the combined efforts of the Club and Sa Sa have made this one of the most popular meetings on the calendar."

To celebrate its 30<sup>th</sup> birthday, Sa Sa will stage a charitable hat sale at specified Sa Sa shops between 30 September and 12 October. During the period, limited edition hats specially designed for the "Sa Sa Ladies' Purse Day" occasion will be available for sale at \$228 each and all proceeds will go to Po Leung Kuk to help the needy. The charitable sale is sponsored by Mainland Headwear Holdings Limited. Apart from the hat, the kind customer will each receive four free tickets to the "Sa Sa Ladies' Purse Day". The charitable hat sale will also be presented on 12 October at the Sha Tin Racecourse.

### **"Sa Sa Ladies' Purse Day" Features Breath-taking Races and Activities at Sha Tin Racecourse**

Sa Sa Ladies' Purse Day will be held at Sha Tin Racecourse on 12 October. Apart from the main race, "Sa Sa Ladies' Purse Race", other races named after Sa Sa's popular brands include the Dr. G Handicap · L'OREAL PARIS Handicap · NUXE Handicap · Elizabeth Arden Handicap · Suisse Programme Handicap · GLYCEL Handicap · REVLON Handicap · Soin D'eau Handicap and La Colline Handicap. Race goers coming to Sha Tin will receive a "Ladies' Purse Lucky Horseshoe Brooch", on a first-come, first-served basis, while stock lasts.

Apart from enjoying the races, Sa Sa will also set up special counters at the racecourse to offer make-up service to ladies and a "My Radiant Lady" Photo Corner to capture their beauty on film. Visitors may also participate in the Sa Sa "My Radiant Lady" Most Outstanding Outfit Contest and the "Sa Sa Ladies' Purse Guess the Winning Horse" game to win fabulous prizes. In addition, a series of Sa Sa Ladies' Purse Day souvenir will be available for sale at the racecourse on that day.

Since mid-September Sa Sa has launched a series of "Sa Sa Ladies' Purse Day" promotion activities at all shops, customers who made purchases are presented each with two free tickets to the "Sa Sa Ladies' Purse Day". Furthermore, customers who make a net purchase of \$100 and they are entitled to redeem limited edition key chains at HK\$29.9 each and pocket mirrors at HK\$49.9 each.

### **Glamorous Hat Design Contest Adds Artistic Charm to “Sa Sa Ladies’ Purse Day”**

Hats have been an essential element in ladies’ outfit at the “Sa Sa Ladies’ Purse Day” each year. In September this year, Sa Sa jointly organized the “Sa Sa Ladies’ Purse Day – My Radiant Lady, Glamorous Hat Design Contest” for ladies to unleash their creativity and artistry at this glamorous annual event. The winner(s) will receive cash coupons worth up to HK\$15,000 and Suisse Programme skincare products worth HK\$3,000. The winning design(s) will be announced on 12 October at the “Sa Sa Ladies’ Purse Day”.

### **About “Sa Sa Ladies’ Purse Day”**

First run in 1848, the Ladies’ Purse is one of the oldest and most popular race meetings in Hong Kong. More than a century ago, ladies attending the Ladies’ Purse Day would dress up on splendid attire. According to tradition, the owner, trainer and jockey of the winning horse of the Ladies’ Purse race were awarded gold coins as the prize by a renowned lady. Nowadays, a gold coin inside a purse is presented to winning connections as memento.

# Special thanks to Harry Winston and Olivia Couture

- End -

### **About Sa Sa**

Sa Sa is a leading cosmetics retailing and beauty services group in Asia. Its over 1300 retail outlets/stores in Asia sell more than 400 brands of skin care, fragrance, make-up and hair care products including own brands and other exclusive international brands. Over 1,000 well-trained beauty consultants are employed to provide professional services to its customers.

Sa Sa Cosmetics store is the largest cosmetics retail chain in Asia, as ranked by Retail Asia magazine, KPMG and Euromonitor in 2008. As one of the largest sole agents in cosmetics in Hong Kong, Sa Sa represents over 100 international beauty brands in Asia. Sa Sa prospers on its successful and proven “one-stop cosmetics specialty store” concept which aims to provide its 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\$3.45 billion for the year ended 31 March 2008.

This press release is distributed by Strategic Communications Consultants Ltd (SCC) on behalf of Sa Sa Cosmetics Company Limited, a subsidiary of Sa Sa International Holdings Limited.

For media enquiries, please contact:

**Hong Kong Jockey Club**

Julia Tsang

Tel : 2966 7254

Email : [julia.yk.tsang@hkjc.org.hk](mailto:julia.yk.tsang@hkjc.org.hk)

Website: <http://www.hkjc.com/chinese/hrc/hindex.asp>

**Strategic Communications Consultants Ltd (SCC)**

Yan Wan

Tel : 2114 4991 / 9710 3918

Email : [yan.wan@sprg.com.hk](mailto:yan.wan@sprg.com.hk)

Fax: 2114 0880

Ezena Tang

Tel : 2114 4993 / 9885 6098

Email : [ezena.tang@sprg.com.hk](mailto:ezena.tang@sprg.com.hk)