



**For immediate release**

## **Celebrities gather on fourth “Sa Sa Ladies’ Purse Day” to celebrate 30<sup>th</sup> Anniversary of Sa Sa & Shatin Racecourse**

(Hong Kong – 12 October 2008) 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”) jointly presented the fourth “Sa Sa Ladies’ Purse Day” at the Shatin Racecourse today. This year’s event also celebrated the 30<sup>th</sup> anniversary of Sa Sa and the Shatin Racecourse.

Joining Mr. Simon Kwok, Chairman and CEO of Sa Sa, Mrs. Eleanor Kwok, Vice-Chairman of Sa Sa, Mr. John CC Chan, Chairman of Hong Kong Jockey Club, and Mr. Winfried Engelbrecht-Bresges, CEO of Hong Kong Jockey Club at the event were celebrities from the business and horse-racing circles including Ms. Betty da Silva, owner of Silent Witness, Ms. Ki Man Fung, Leonie, Ms. Lee Lai Kuen Shelley JP, Mr. and Mrs. Leong Che Hung JP, Mr. and Mrs. Brian Li, JP, Mr. and Mrs. Suen Ming Yeung Michael, Mrs. Selina Chow, Mrs. Peggy Lam, JP, and Ms. Ting Yuk Chee, etc.

### **Sa Sa and Shatin Racecourse celebrated 30 years of brilliance**

During the event, Mr. Simon Kwok and Ms. Kate Tsui, Miss Hong Kong 2004, presented the commemorative trophy to the owner, trainer and jockey of the winning horse of “Sa Sa Ladies’ Purse” Race for their outstanding performance. After that, Mr. Simon Kwok, Mrs. Eleanor Kwok, Mr. John Chan, Mr. Winfried Engelbrecht-Bresges and owner of the winning horse of the “Sa Sa Ladies’ Purse” Race went on stage for a toast, marking the success of the event this year.

At the racecourse, the celebrity guests were all dressed up with the ladies wearing fabulous hat wear that showed off their beauty and charm, complementing the theme of “Sa Sa Ladies’ Purse Day” – elegance and glamour.

The event coincided with the 30<sup>th</sup> anniversary of Sa Sa and the Shatin Racecourse this year. To mark this memorable occasion, Sa Sa hosted a charitable hat sale programme at the racecourse to raise funds for Po Leung Kuk. Limited edition hats specially designed for the event and sponsored by Mainland Headwear Holdings Limited were sold at \$228 with all proceeds going to Po Leung Kuk. Apart from appealing for support, celebrities and guests also made donations themselves.

Delighted with the success of the event, Mr. Simon Kwok, Chairman and CEO of Sa Sa said, "This is the fourth year Sa Sa and HKJC jointly present 'Sa Sa Ladies' Purse Day'. With support from Hong Kong Jockey Club and promotional efforts from both parties in the past three years, the event has become one of the most anticipated annual attractions among Hong Kong people, even more so after Hong Kong's hosting of the Olympic equestrian events. Thus, I am confident that the 'Sa Sa Ladies' Purse Day' this year will be an even greater success."

### **"Sa Sa Ladies' Purse" and international brand races unleashed excitement**

#### **Glamorous hat design contest added charm**

In addition to the Sa Sa Ladies' Purse race, there were other races sponsored by internationally famed brands including 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. To add colour to the event, all those who were at the Shatin Recourse received a specially designed "Ladies' Purse Lucky Horseshoe Brooch".

One of the most special features of the event has been the carefully-selected attires of its lady patrons. To add charm to the annual event, Sa Sa organized the "Sa Sa Ladies' Purse Day – My Radiant Lady, Glamorous Hat Design Contest" earlier for participants to demonstrate their creativity. Cash coupons worth HK\$15,000 and Suisse Programme skincare products worth HK\$3,000 were awarded to the winner(s) and the up and coming model Ms. Jennifer Tse was there to show off the winning hat.

Of the different activities at the Racecourse, those specially designed for the ladies included a make-up counter where they could enjoy make-up service and a "My Radiant Lady" Photo Corner to let them capture their beauty on film. There was also a gallery displaying and selling Sa Sa Ladies' Purse Day themed accessories. The ladies could also participate in the Best Sa Sa "My Radiant Lady" Outfit Contest while the racing fans could participate in the "Guess the Winning Horse of the Sa Sa Ladies' Purse Race" game. Famous artists Ms. Kate Tsui and Mr Raymond Lam were at the racecourse to lead games, which was also a key attraction of the 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.

## **About Sa Sa**

Sa Sa is a leading cosmetics retailing group in Asia. Its over 140 retail outlets 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.

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