

[For Immediate Release]



**Sa Sa Retail Sales in Hong Kong & Macau
Recorded a Strong Growth in Retail Sales of over 30%
for the National Day Golden Week Holidays 2009**

(11 October 2009 – HONG KONG) – Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178) announced the sales performance of its retail business in Hong Kong and Macau for the National Day Golden Week holidays from 1 October to 8 October 2009.

For the eight-day period of the National Day Golden Week in 2009, Sa Sa's retail sales in Hong Kong and Macau achieved a year-on-year growth of over 30%, as compared with the period from 1 October to 8 October 2008. Both the average value per transaction and the number of transactions for the period recorded a double-digit growth.

Mr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Our strong sales growth in Hong Kong and Macau was mostly driven by the surge of Mainland tourist spending during the longest-ever Golden Week holidays. Capitalizing on our widely recognized brand name and Mainland visitors' trust on Sa Sa, as well as our comprehensive product range, we have successfully captured the opportunities brought by the positive consumption sentiment."

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. Its over 150 stores and counters 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 1,200 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, KPMG and Euromonitor in 2009. 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 since June 1997.

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