

[For Immediate Release]



**Sa Sa Retail Sales in Hong Kong and Macau
Recorded a Growth of over 15%
for the first week of Chinese New Year 2010**

(22 February 2010 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced the sales performance of its retail business in Hong Kong and Macau during the Chinese New Year period.

The retail sales in Hong Kong and Macau for the first week of Chinese New Year (from 14 February to 20 February 2010) achieved a year-on-year growth of over 15%, compared with that of the same period last year (i.e. 26 January to 1 February 2009). Both the number of transactions and the average value per transaction recorded growth for the period.

Commenting on the Group's performance, Dr Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Capitalizing on the gradual economic recovery in Hong Kong and Macau, stronger consumer sentiment, as well as the increasing store traffic and spending driven by Mainland visitors during the Chinese New Year holiday, our retail sales in Hong Kong and Macau recorded a satisfactory growth during the period. We will continue to strengthen our product offering and marketing promotions, so as to enhance our brand equity and to capture the market opportunities brought by the economic recovery."

- End -

About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. Its over 160 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.

For further information, please visit www.sasa.com or contact:

Sa Sa International Holdings Limited

Macy Leung

Tel: 2975 3601

Fax: 2898 9717

E-mail: macy_leung@sasa.com

iPR Ogilvy Ltd.

Callis Lau/ Crystal Chan/ Rachel Poon/ Shirley Ho

Tel: 2136 6952/ 2169 0049/ 3170 6752/ 3170 6751

Fax: 3170 6606

E-mail: callis.lau@iprogilvy.com/ crystal.chan@iprogilvy.com
rachel.poon@iprogilvy.com/ shirley.ho@iprogilvy.com