

[For Immediate Release]



Sa Sa Retail Sales in Hong Kong & Macau Grew by Over 15% During Labour Day Holiday

(5 May, 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 Labour Day Holiday from 1 May to 3 May, 2010.

The total sales of Sa Sa's retail business in Hong Kong and Macau rose by more than 15% during the Labour Day Holiday as compared to the corresponding period last year. Moreover, the number of transactions and average value per transaction both recorded growth.

Mr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Driven by the increase in the number of PRC visitors to Hong Kong, our retail sales in Hong Kong and Macau recorded a satisfactory growth during the Labour Day Holiday. It is a strong proof of the quality products and services, as well as the brand recognition of Sa Sa among PRC visitors."

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. Its over 170 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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