

**[For Immediate Release]**



**Sa Sa named Hong Kong's Best Mid-Cap Company  
by *FinanceAsia Magazine***

(1<sup>st</sup> June, 2010 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, announced today that it was named the Best Mid-Cap Company in Hong Kong by *FinanceAsia Magazine* in its Asia's Best Companies 2010 Poll.

The Asia's Best Companies Poll is an annual survey conducted by *FinanceAsia*. This year, over 300 leading analysts and investors in Asia ranked companies in the region according to the companies' performances in corporate governance, investor relations, dividend policies and corporate social responsibility. The widespread coverage by the poll demonstrated the award credibility.

Dr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "We are honored to be elected as the Best Mid-Cap company in Hong Kong by FinanceAsia. The award evidenced the recognition of Sa Sa's achievements by leading investors. Looking ahead, we will continue to keep up with the high standard of corporate governance, capitalize on the strong brand of Sa Sa, our sound management and financial strength so as to unleash our potential and further develop in the targeted markets in Asia, especially in Mainland China. We will also continue our endeavours to enhance investor relations, deliver fruitful returns to our shareholders, as well as to contribute to the community as a good corporate citizen."

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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.

For further information, please visit [www.sasa.com](http://www.sasa.com) or contact:

**Sa Sa International Holdings Limited**

Macy Leung

Tel: 2975 3601

Fax: 2898 9717

E-mail: [macy\\_leung@sasa.com](mailto: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](mailto:callis.lau@iprogilvy.com)/ [crystal.chan@iprogilvy.com](mailto:crystal.chan@iprogilvy.com)  
[rachel.poon@iprogilvy.com](mailto:rachel.poon@iprogilvy.com)/ [shirley.ho@iprogilvy.com](mailto:shirley.ho@iprogilvy.com)