

**[For Immediate Release]**



**Sa Sa's 2008/09 Annual Report  
Ranked Top 100 of LACP 2009 Annual Report Competition**

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(4 October 2010 – HONG KONG) **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, is proud to announce that its Annual Report 2008/09 was named one of the top 100 Annual Reports by the League of American Communications Professionals ("LACP") of its 2009 Vision Awards Annual Report Competition.

The Group also earned two additional awards: a Platinum award for the Retailing (Food and Specialty) category (for companies with annual turnover up to USD 1 billion), and a Silver award in the Worldwide Best Agency Report category in the Asia Pacific Region.

The competition has more than 4,000 entries from over 25 countries this year and all were judged by communications professionals in the United States based on international standards including first impression, report cover, letter to shareholders, report narrative, report financials, creativity, message clarity and information accessibility. Sa Sa's report was highly regarded and the judges gave it a score of 98 out of 100. The competition is recognized as one of the most premier annual report competitions in the United States.

Dr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "It is our honor to receive three awards in the prestigious 2009 Vision Awards Annual Report Competition including the ranking among top 100 Annual Reports of 2009 by the LACP. The awards further proved the wide recognition of Sa Sa's achievements by both local and overseas professionals. To maintain our leading position, we will continue to implement high standards in corporate communications and investor relations, and capitalize on the strong brand equity of Sa Sa."

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### **About Sa Sa International Holdings Limited**

Sa Sa is a leading cosmetics retailing group in Asia. Its over 180 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 1,400 well-trained beauty consultants are employed to provide professional services to its customers.

Sa Sa runs the largest cosmetics specialty store chain in the Asia Pacific region, as ranked by Retail Asia magazine, KPMG and Euromonitor in 2009. The Group is also the Best Mid-Cap company in Hong Kong ranked by FinanceAsia in 2010. 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:

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