

**[For Immediate Release]**



**Sa Sa Retail Sales in Hong Kong & Macau  
Recorded Double Digit Growth  
During the National Day Golden Week Holidays 2010**

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(11 October 2010 – HONG KONG) – Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, is pleased to announce today the sales performance of its retail business in Hong Kong and Macau for the National Day Golden Week holidays from 1 October to 7 October 2010.

For the seven-day period of the National Day Golden Week in 2010, Sa Sa's retail sales in Hong Kong and Macau achieved a year-on-year growth of 13.1%, as compared with the period from 1 October to 7 October 2009. Both the average value per transaction and the number of transactions for the period recorded growth.

Mr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Fuelled by the growth of mainland tourist traffic during the festive Golden Week holidays, Sa Sa's retail business in Hong Kong and Macau continued its consistent growth in sales performance. Riding on our strong brand equity and widespread recognition of the Sa Sa brand among mainland visitors, coupled with our extensive product range and retail network, we have captured the market opportunities driven by the improvement of consumer sentiment."

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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 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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