



Immediate Release

Celebrities and Socialites gather at the 6th “Sa Sa Ladies’ Purse Day” To celebrate this once a year remarkable event with Sa Sa and Hong Kong Jockey Club Shines with the glamorous charms

(Hong Kong – 17 October 2010) Leading cosmetics retailing group in Asia, Sa Sa International Holdings Limited (“Sa Sa” or “the Group”; stock code: 0178), and the Hong Kong Jockey Club (“HKJC”) jointly presented the sixth “Sa Sa Ladies’ Purse Day” at the Shatin Racecourse today. This year’s event also celebrated the contract renewal of 5-year cooperation in hosting this remarkable event for the coming 5 years (2011 – 2015) with Hong Kong Jockey Club.

Joining **Mr. Simon Kwok, JP, Chairman and CEO of Sa Sa, Dr. Eleanor Kwok, Vice-Chairman of Sa Sa, Mr T Brian Stevenson, Chairman of HKJC and Mr. Winfried Engelbrecht-Bresges, CEO of HKJC** at the event were celebrities and socialites from the business and horse-racing circles including **Mr. John Chan, GBS, JP, Dr. Leong Che Hung, JP, Mr. Stephen Ip, GBS, JP, Mr. Quincy Lui, Dr. Francis Choi, GBS, JP, Mr. Wilfred Ng, MH, JP, Mr. Steven Lo, Ms. Leonie Li, SBS, JP, Mrs. Christina Lee, and Mrs. Sharon Pong, Mr. & Mrs. William Louey,, Mr. & Mrs. James Louey, etc.**

Sa Sa and HKJC to continue this annual charismatic tradition

After Race 8, Dr. Simon Kwok, JP and Miss Janice Man, Image Girl of “Sa Sa Ladies’ Purse Day”, presented the commemorative trophy to the owner, trainer and jockey of the winning horse of “Sa Sa Ladies’ Purse” for their outstanding performance. After that, Dr. Simon Kwok, JP, Dr. Eleanor Kwok, Mr. T Brian Stevenson, Mr. Winfried Engelbrecht-Bresges, and the winning owner of the “Sa Sa Ladies’ Purse” went on stage to toast for the success of the event this year and the successful cooperation for the coming five years.

At the racecourse, all guests were dressed up to show off their beauty and charm, complementing the theme of this year’s “Sa Sa Ladies’ Purse Day” – Charm Comes Alive.

Dr. Kwok said at the event: 'The success of "Sa Sa Ladies' Purse Day" in the past years rely on the full support from Hong Kong Jockey Club and the people of Hong Kong. I wish that the event will become even more successful through the cooperation in the next five years. This year, we have invited local renowned model Gaile Lai to be the Image Director of "Sa Sa Ladies' Purse Day" and design a series of looks together with a group of fashion leaders under the theme "Charm Comes Alive". We are also very happy to have famous model Ana R. to become our choreographer of the "Dazzling Beauty Fashion Show", which highlights the glamorous tradition of "Sa Sa Ladies' Purse Day".'

Exciting activities at "Sa Sa Ladies' Purse Day" with international brand races unleashed

In addition to the "Sa Sa Ladies' Purse" Race, there were other races named after the internationally famed brands including Suisse Programme Handicap, L'Oreal Paris Handicap, REVLON Handicap, Elizabeth Arden Handicap, Thierry Mugler Handicap, Dr. G Handicap, Cyber Colors Handicap, Soin d'eau Handicap and Blackmores Handicap. Upon admission to Sha Tin Racecourse, racegoers received a 'Sparkling Horse Brooch' designed by Gaile Lai, Image Director of "Sa Sa Ladies' Purse Day".

Renowned model Gaile Lai has also specially designed 'Sparkling Horse Brooch' for this year's "Sa Sa Ladies' Purse Day", which is inspired from delicate porcelain doll. The white horse, adorned with blue crystal and the colour gold, represents value and royalty. Jaycow and winners and finalists from Fashion World Talent Award designed different looks under the event theme "Charm Comes Alive" and were presented in the "Dazzling Beauty Fashion Show", in which famous model Ana R. was invited to participate as choreographer and made "Sa Sa Ladies' Purse Day" even more sparkling.

Apart from that, Sa Sa has arranged a series of special activities including "Dazzling Beauty Fashion Show" and the Sa Sa 'My Radiant Lady' make-up services. Racegoers can visit the Shetland ponies for photo opportunities. Visitors participated in The "Best Hat Award" and Guess the Winning Horse Game will have the chance to win fabulous prizes valued at \$26,000 in total.

About Sa Sa Ladies' Purse Day

First run in 1846, the Ladies' Purse is one of the oldest and most popular race meetings in Hong Kong. More than a century ago, ladies attending the Ladies' Purse Day would dress up on splendid attire. According to tradition, the owner, trainer and

jockey of the winning horse of the Ladies' Purse race were awarded gold coins as the prize by a renowned lady. Nowadays, a gold coin inside a purse is presented to winning connections as memento. The Ladies' Purse this year is a HK\$1.75 million Class One event held over 1800 metres.

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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 2010. 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.

On behalf of **Sa Sa Cosmetic Company Limited, a subsidiary of Sa Sa International Holdings Limited**, this media release is distributed by **Strategic Communications Consultants Limited (SCC)**.

For enquiries, please contact:

Strategic Communications Consultants Limited (SCC)

Ezena Tang

Tel : 2114 4993 / 9226 1363

Email : ezena.tang@sprg.com.hk

Fax: 2114 0880

Winnie Szeto

Tel : 2114 4345 / 9666 0785

Email : winnie.szeto@sprg.com.hk