

[For Immediate Release]



**Sa Sa's Retail Sales in Hong Kong and Macau
Recorded Growth of 16%
for the first week of Chinese New Year 2011**

(10 February 2011 – 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 first week of Chinese New Year 2011.

The retail sales in Hong Kong and Macau for the first week of Chinese New Year (from 3 February to 9 February 2011) achieved a year-on-year growth of 16%, as compared with that of the corresponding period last year (from 14 February to 20 February 2010). Both the number of transactions and the average value per transaction recorded growth for the period.

Commenting on the Group's performance, Dr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Driven by the increase in store traffic generated from Mainland visitors during the festive Chinese New Year holiday and an improvement of consumer sentiment, Sa Sa's retail business in Hong Kong and Macau achieved a double-digit growth in sales performance during the holiday period. We will continue to enrich our product offerings and strengthen our marketing efforts, so as to build upon our core competencies and competitiveness relating to products and service."

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. Its over 200 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 1,700 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.

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