

[For Immediate Release]



Sa Sa Retail Sales in Hong Kong & Macau Increased by 28% During Labour Day Holiday

(3 May, 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 Labour Day Holiday from 30 April to 2 May, 2011.

The total sales of Sa Sa's retail business in Hong Kong and Macau rose by 28% during the Labour Day Holiday as compared to the corresponding period last year. Moreover, the number of transactions and average value per transaction both recorded growth.

Dr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "Driven by the influx of PRC visitors to Hong Kong, our retail sales in Hong Kong and Macau achieved growth during the Labour Day Holiday. This indicates that our quality products and services, as well as Sa Sa's strong brand equity are well recognized among PRC visitors. We will continue to develop our core competencies and competitiveness in product and service so as to reap market opportunities and sustain our growth."

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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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