

[For Immediate Release]



**Sa Sa's 2009/10 Annual Report
Ranked Among Top 50 Worldwide by LACP
Won the Best Annual Report Cover in Asia-Pacific Region**

**Received Platinum Award in Retail Industry Category and
the Highest Ranking Among Hong Kong Entries**

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 <p>Sa Sa's 2009/10 Annual Report</p>	Sa Sa Won Five Awards In LACP 2010 Annual Report Competition
	1. Ranked 43 rd of Top 100 Worldwide
	2. Ranked 7 th of Top 50 Annual Reports of the Asia-Pacific Region
	3. The Best Annual Report Cover in the Asia-Pacific Region
	4. Platinum award for the Retailing Industry (for companies with annual turnover up to USD 1 billion)
	5. Listed in Top 20 Chinese Annual Reports (Sa Sa got the highest ranking for entries from Greater China)
	Selection Criteria
	<ul style="list-style-type: none">✓ First impression✓ Report Cover✓ Letter to Shareholders✓ Report Narrative✓ Report Financials✓ Creativity✓ Message Clarity✓ Information Accessibility

(3 August 2011 – 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 2009/10 was ranked among Top 50 worldwide by the League of American Communications Professionals ("LACP") in the 2010 Vision Awards Annual Report Competition this year. Other Top 50 worldwide winners include Kellogg's Company, world's leading producer of cereal and convenience foods, and Bayer AG, leading chemical and pharmaceutical company.

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The Group received five awards in total and the other four accolades are: ranked 7th in the Top 50 Annual Reports of the Asia-Pacific Region, the Platinum award for the Retailing Industry (for companies with annual turnover up to USD 1 billion), the Best Annual Report Cover in the Asia-Pacific Region, and listed in the Top 20 Chinese Annual Reports (Sa Sa received the highest ranking for entries from Greater China). The Group achieved the most outstanding results among Hong Kong entries. This is a good showcase of the Group's abilities in achieving international standard in the overall content and design of the annual report. Sa Sa's dedicated efforts in enhancing corporate governance and corporate communication are recognized from the winning of multiple awards in this world-renowned competition.

The competition has more than 5,000 entries from over 24 countries this year, marking the largest number of submissions ever and the competition was exceptionally tough. All were judged by a field of 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, with comment as "among the very best judged". The competition is recognized as one of the most premier annual report competitions in the world.

Dr. Simon Kwok, Chairman and Chief Executive Officer of the Group, said, "We are honored to have our annual report ranked among those of other top enterprises in the world. The awards prove the wide recognition of Sa Sa's achievements by overseas professionals. Going forward, we will continue our dedicated efforts in driving high standard in corporate communication, investor relation, and corporate governance."

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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. Its over 220 stores and counters in Asia sell more than 600 brands of skin care, fragrance, make-up and hair care products including its own-brands and other exclusive international brands. Over 1,500 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 Managed Medium Cap company in Hong Kong ranked by AsiaMoney magazine 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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