

[For Immediate Release]



Sa Sa Reveals Unaudited Sales Figures For the Period from 1 April to 21 August 2011

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Unaudited Operations Performance Highlights for the Period from 1 April to 21 August 2011

Group - Retail & Wholesale

	<i>For the period from 1 April to 21 August 2011 (YoY % change)</i>
Group turnover growth	Approximately 30%

HK & Macau

	<i>For the period from 1 April to 21 August 2011 (YoY % change)</i>
Retail & wholesale sales growth	Approximately 35%
Same-store-sales growth	Approximately 25%

(25 August 2011 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, revealed its unaudited sales figures for the period from 1 April to 21 August 2011 following its annual general meeting today.

During the period from 1 April to 21 August 2011, the Group's retail and wholesale business achieved a year-on-year increase in turnover of approximately 30%. For the Hong Kong and Macau market, retail and wholesale sales growth achieved a year-on-year increase of approximately 35% with the same-store-sales growth of approximately 25%.

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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 2,900 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 2011. 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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