

[For Immediate Release]



**Sa Sa's Retail Sales in Hong Kong & Macau
Achieved 29.7% Growth
During the National Day Golden Week Holidays 2011**

* * *

(10 October 2011 – HONG KONG) – Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178), Asia's leading cosmetics retailing group, is pleased to announce today the sales performance of its retail business in Hong Kong and Macau for the National Day Golden Week holidays from 1 October to 7 October 2011.

For the seven-day period of the National Day Golden Week in 2011, Sa Sa's retail sales in Hong Kong and Macau achieved a year-on-year growth of 29.7% as compared with the period from 1 October to 7 October 2010. Furthermore, both the average value per transaction and the number of transactions for the period also increased.

As a result of the new bonus point system in the Group's CRM programme ("Customer Relationship Management") launched for the first time during the year, part of the revenue was treated as deferred income according to the respective accounting policy. After adjusting for the impact of CRM programme on deferred income in respect of bonus points offered; the Group's retail sales growth in Hong Kong and Macau for the period from 1 October to 7 October 2011 will be lowered from 29.7% to 27.0%. The latter will be the figure included in the Group's financial statement.

Dr. Simon Kwok, BBS, JP, Chairman and Chief Executive Officer of the Group, commented, "Despite the recent market volatility and speculations on the uncertainty in the global economy, our retail sales in Hong Kong and Macau continued its consistent growth in sales performance. The growth is mostly driven by the strong inbound mainland tourist traffic during the Golden Week holidays. Riding on our strong brand equity as well as quality products and services, Sa Sa continues to be one of the most preferred shopping destinations among Mainland tourists. We will continue to strengthen our core competencies so as to maintain our leading market position and business growth momentum."

- End -

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.

For further information, please visit www.sasa.com or contact:

Sa Sa International Holdings Limited

Macy Leung/ Queenie Mak

Tel: 2975 3601/ 2975 3602

Fax: 2898 9717

E-mail: macy_leung@sasa.com/ queenie_mak@sasa.com

iPR Ogilvy Ltd.

Callis Lau/ Janette Lo/ Jenny Yung/ Janis Lai

Tel: 2136 6952/ 3920 7647/ 3920 7634/ 2169 0646

Fax: 3170 6606

E-mail: callis.lau@iprogilvy.com/ janette.lo@iprogilvy.com/ jenny.yung@iprogilvy.com/
janis.lai@iprogilvy.com