

[For Immediate Release]



**Sa Sa Named *Medium-Cap Corporate of the Year, Hong Kong*
in *Asiamoney's Best Managed Companies 2011*
for two consecutive years**

(16 March 2012 – 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 that it was named *Medium-Cap Corporate of the Year, Hong Kong* in *Asiamoney's Best Managed Companies 2011* ("the Poll").

The Poll is conducted annually by *Asiamoney*, a leading financial magazine which surveys the opinions of fund managers and analysts to determine the best-managed small-, medium- and large-cap corporations across the region. Sa Sa was recognized by *Asiamoney* as Hong Kong's *Best-Managed Small-Cap Company* in 2008, and its growing market capitalization has led it to take last year's award in the medium-cap category. Sa Sa has continued to impress *Asiamoney* with its overall financial and business performance, management strategy and vision, commitment to shareholders' value, operational efficiency, investor communication and corporate governance as one of the best-managed groups in the region.

Dr. Simon Kwok, *BBS, JP*, Chairman and Chief Executive Officer of the Group, said, "We are honoured to have received this prestigious award from *Asiamoney*. This is an acknowledgement from the public and business sector for our accomplishments in developing our business and in maintaining good corporate governance. Looking forward, we will continue to enhance all aspects of our operation and management and create value for our shareholders and investors."

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Ms. Tiffany Cheung, Director of Corporate Communications and Investor Relations of the Group, received the award at Asiamoney's Award Presentation Dinner at Four Seasons Hotel, Hong Kong, on 23 February 2012.

About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates approximately 250 stores and counters in Asia that sell more than 600 brands of skin care, fragrance, make-up and hair care products including its own-brands and other exclusive international brands. Almost 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 2011. The Group is named the Medium-Cap Corporate of the Year, Hong Kong by Asiamoney Magazine in its poll of Best Managed Companies 2011. 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 and has become a constituent member of the "Hang Seng Corporate Sustainability Benchmark Index" since September 2011.

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