

[For Immediate Release]



**Sa Sa Enters Harbin City
With the Opening of Its Second Store in Heilongjiang Province**

***Further Completed Northeast China Region Network
Solidified Foundation for Business Development in Mainland China***

(24 September 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 the official opening of its first "Sasa" store in Harbin, Heilongjiang Province, China. Following Daqing, Harbin is the second city in the province with a "Sasa" store, further enhancing the Group's business development in the Northeast China region.

The new store is located in Jiamao Shopping Centre on 38 Aidemongdun Road in the Daoli District of Harbin City, and covers an operating area of approximately 280 sq. m. The store is designed in line with Sa Sa's image across the Asia Pacific region with innovative details. It offers a pleasant and professional shopping environment for customers to choose products and experience excellent customer service and the joy of shopping.

The new store offers over 6,000 products from more than 400 brands, covering beauty products of skin care, cosmetics, fragrance, etc. that are categorized and showcased according to consumers' shopping habits and product functions. There are four units and seven zones (cosmetics, fragrance, skin care, men's skin care, hair care, health food, babies, respectively). The in-store beauty demonstration corner not only allows beauty consultants to conduct skin type tests for customers and advise on the application of professional personal care products, but also allows customers to book a private skin care coaching session, providing customers with a pleasant and professional one-stop shopping experience.

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As at 14 September 2012, there were a total of 52 “Sasa” stores and 14 Suisse Programme single-brand counters across 24 cities in Mainland China, including Shanghai, Beijing, Wuhan, Suzhou, Tianjin, Yichang, Dalian, Shaoxing, Ningbo, Qingdao, Xiamen, Jinjiang, Daqing, and Harbin.



The store features a modern design, providing customers with a pleasant and professional shopping environment.



The new store offers a wide selection covering a variety of beauty-related product categories, and carries hundreds of products in the fragrance category alone.



The store is spacious and furnished with a resting area, designed with customers' needs in mind.

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