

[For Immediate Release]



**Sa Sa named “2012 Most Popular Hong Kong and Macau Brand”
Quality Products and Attentive Services Recognized by Customers**

(28 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 that the Group has been awarded by *CMN (China Media Network)* and *Hong Kong and Macau Individual Visit Scheme Organizing Committee* as the *2012 Most Popular Hong Kong and Macau Brand* in the cosmetics industry category.

The awards are co-hosted by *CMN* and *Hong Kong and Macau Individual Visit Scheme Organizing Committee* for the fifth year running. The scope of candidates covers more than 200 outstanding brands across over 20 industries in the Hong Kong and Macau region, and, for the first time, the awards included the cosmetics industry as an award category. The first round of public voting was launched in April on *CMN’s* official website (www.hmsgt.com), and collected nearly 500,000 votes from internet users and tourists. Brands with higher number of votes advanced to the second round of judging, and winners were chosen by a professional panel of media judges.

The award is a testimony to the quality products and services of Sa Sa. The Group will continue to adhere to its customer-centric philosophy and offer diversified, trendy, high value-for-money products and attentive services to create an extraordinary shopping experience for customers and drive the development of the cosmetics industry in Hong Kong and Macau.



Mr. Davis Chan (right), Senior Business Development Manager of Sa Sa International Holdings Limited received the award on the Group’s behalf

About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates over 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. Over 1,900 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 2012. The Group is named the Medium-Cap Corporate of the Year in 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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