

[For Immediate Release]



**Sa Sa's All New Corporate Website Won Recognition
in "WebAward Competition 2013" by Web Marketing Association of the United States**

(27 November 2013 – 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 Group's renewed corporate website (<http://corp.sasa.com>) won the "International Business Standard of Excellence" recognition in "WebAward Competition 2013" by Web Marketing Association of the United States.

Initiated by The Web Marketing Association, the WebAward Competition, now in its 17th year, is the longest-running annual website award competition dedicated to naming the best websites in 96 industries while setting the standard of excellence for all website development. Each site is assigned to three or more expert judges for evaluation; and entries are judged on seven criteria including design, innovation, content, technology, interactivity, copywriting and ease of use. The best are recognized with a WebAward which helps interactive professionals promote themselves, their companies, and their best work to the international market. The accolade testifies Sa Sa's efforts to effectively communicate with different parties with latest news of the corporation via its online platform.

Looking ahead, Sa Sa will continue to enhance communication with all customers, investors, as well as internally within the Group in an efficient and systematic fashion. The Group will enhance the transparency of its operations so as to demonstrate the diversity of Sa Sa's retail services and strengthen its leading position in Asia.



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About Sa Sa International Holdings Limited

Sa Sa is a leading cosmetics retailing group in Asia. The Group operates over 270 stores and counters in Asia that sell more than 600 brands of make-up, skin care, fragrance and hair care products including its own-brands and other exclusive international brands. Over 2,200 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 2013. The Group is named Medium-Cap Corporate of the Year in Hong Kong by Asiamoney Magazine in its poll of Best Managed Company Awards 2012. 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 Main Board of 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.

About WebAward Competition by Web Marketing Association

Since 1997, the Web Marketing Association's annual WebAward Competition has been setting the standard of excellence for Website development. Independent expert judges from around the world are invited to review sites in 96 industries. The best are recognized with a WebAward which helps interactive professionals promote themselves, their companies, and their best work to the outside world. The WebAward Competition is the premier award recognition program for Web developers and marketers worldwide. The Top Agency Award is given to recognize the outstanding development going on at interactive firms.

For further information, please visit <http://corp.sasa.com> or contact:

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