



## **Sa Sa Once Again Received “The Greater China Super Brands Award 2014” by *East Week Magazine***

(26 September 2014 – HONG KONG) **Sa Sa International Holdings Limited** (‘Sa Sa’ or the ‘Group’, stock code: 0178), Asia’s leading cosmetics retailing group, has been recognized as one of “The Greater China Super Brands 2014” by *East Week Magazine*. Since 2006, Sa Sa has received 10 awards from *East Week Magazine* regarding its brand and services, recognizing the strength of the Group’s brand and service excellence.

Organized by *East Week Magazine*, a publication under the Sing Tao News Corporation, “The Greater China Super Brands Award 2014” recognizes enterprises and brands which strive to provide quality products and services to customers, and contribute to the promotion of economic development of the Greater China economy. To win customers’ heart, apart from outstanding products and services, distinguished brands should be innovative to attract and retain customers, and be socially responsible to the community.

Ms. Kitty Kwok, Business Development Director, PRC, said, “The Greater China region is a key market for Sa Sa. The award marks the second consecutive time the Group has been named one of “The Greater China Super Brands” by *East Week Magazine*, demonstrating the importance of Sa Sa in the hearts of customers in the region. Looking ahead, the Group will continue its efforts to enhance product portfolio and service quality, so as to further solidify Sa Sa’s leading position in Asia’s cosmetics retailing market.”



Ms. Kitty Kwok, Business Development Director, PRC, of Sa Sa (left) received the award from Mr. Wong Ting-kwong, Legislative Council member of the Hong Kong S.A.R. (right).

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