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SAU SAN TONG HOLDINGS LIMITED

修身堂控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8200)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules.

The Board of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record profit for the three months ended 30 June 2011 as compared to losses incurred in the same period in 2010. This positive profit alert announcement is only based on the preliminary review on the unaudited consolidated management accounts of the Group for the three months ended 30 June 2011. The actual unaudited quarterly results of the Group for the three months ended 30 June 2011 have not yet been finalized.

The unaudited quarterly results of the Group for the three months ended 30 June 2011 is expected to be announced on 10 August 2011.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by Sau San Tong Holdings Limited (the “**Company**”) pursuant to Rule 17.10 of the Rule (the “**GEM Listing Rules**”) Governing The Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on information currently available, the quarterly results of the Company and its subsidiaries (the “**Group**”) for the three months ended 30 June 2011 is expected to record a profit as compared to the losses for the three months ended 30 June 2010. The Board believes that such possible profit was mainly due to the fruitful results of the Group’s Franchise Co-operation business in the PRC and also the Group’s overall turnover has increased during the period.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company in accordance with the unaudited consolidated management accounts of the Group for the three months ended 30 June 2011 and is not based on any figures or information which has been audited or reviewed by the Company’s auditors. The Company is in the process of finalizing the quarterly results of the Group for the three months ended 30 June 2011. Details of the Group’s financial information and performance will be disclosed when the Group’s quarterly results for the three months ended 30 June 2011 are announced.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

On Behalf of the Board
Cheung Yuk Shan, Shirley
Chairman

Hong Kong, 3 August 2011

** For identification purpose only*

As at the date of this announcement, the Board comprises executive directors namely Dr. Cheung Yuk Shan, Shirley (Chairman) and Mr. Cheung Ka Heng, Frankie; independent non-executive directors namely Mr. Hong Po Kui, Martin, Mr. Li Kuo Hsing and Ms. Hui Yat Lam.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market ("GEM") of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (2) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for at least 7 days from the date of its posting and on the Company's website at www.sausantong.com.