



特步國際控股有限公司

Xtep International Holdings Limited

Xtep Flagship Stores Open in August Strengthening Brand Image and Bringing New Shopping Experience

[25 August 2008, Hong Kong] **Xtep International Holdings Limited** (“Xtep International” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), a leading fashion sportswear enterprise in the PRC, today announced the opening of three brand new flagship stores in Changsha, Wuhan and Hefei respectively. The trendy and unconventional design of the shops, together with a board range of products will surely bring new yet joyful shopping experience to the customers.

All three flagship stores are operated and managed by Xtep’s distributors and are located in high growth cities that the Group is focusing at. Mr Ding Shuipo, Chairman of Xtep, believes that the establishment of the flagship stores can strengthen Xtep’s brand image and customers’ loyalty, thus ultimately increase the Group’s profitability. The Group will continue to optimize its retail network with the planning of identifying a total of approximately 10 strategic locations in the PRC in 2008 to open these flagship shores.

Located in a four-storey building at the most hustling shopping avenue of Huangxing Road, Changsha, Hunan, this new flagship store is currently Xtep’s largest shop nationwide with a total floor area of 3,000 sq. metres. This spacious new shop incarnates Xtep’s stylish brand image with a simplistic and refreshing design.

The flagship store in the shopping avenue of Jiangnan Road, Wuhan, Hubei is also a four-storey building. Decorated outside the shop is the unique Xtep logo, parading a sense of dynamics and vigor. Streamline red lights on the ceilings drawing customers’ attraction to go up along the stairs while the direct sunlight entering the shop through the hollow ceilings is able to create a more spacious shopping environment.

Another flagship store is situated in the most bustling shopping avenue in Huaihe Road, Hefei, Anhui. This three-storey building is fashionably designed and is painted in white to make the red Xtep logo stands out above all.

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Xtep flagship store at Huangxing Road, Changsha, Hunan



Xtep flagship store at Jiangnan Road, Wuhan, Hubei



Xtep flagship store at Huaihe Road, Hefei, Anhui



About Xtep International Holdings Limited

Xtep is a leading domestic fashion sportswear enterprise in the PRC, which is primarily engaged in the design, development, manufacture and marketing of sportswear, including footwear, apparel and accessory products, sold under the Xtep brand, the Disney Sports brand and the Koling brand. The Group distributes their branded products through a nationwide distribution network covering all 31 provinces, autonomous regions and municipalities in the PRC. Xtep has its own production facilities in Quanzhou, Fujian province, with the capacity of more than 11 million pairs of shoes and 1 million apparel products per annum.