



## **Beyond the Possible**

### **Xtep 2009 Summer Sales Fair Spotlights New Fashion Sports Trends**

[30 October 2008, Hong Kong] – Organized by **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), a leading fashion sportswear enterprise in the PRC, the 2009 Summer Sales Fair under the theme “Beyond the Possible” was concluded with great success. With about 3,300 nationwide distributors attended, the 5-day Sales Fair recorded a growth of approximately 30% in terms of revenue in new orders as compared to the same event of last year.

The volume increased in the footwear and apparel products were approximately 12% and 26% respectively comparing to the same event in the previous year. Average selling prices (at the Group’s wholesale prices) of footwear and apparel products grew by 9% and 8% respectively over the same event of last year.

Along with the “Integrated Training Series”, the 2009 Summer collections are presented in three theme-oriented series originated from 2009 Spring collections, namely “Miami Series”, “Tennis Series” and “Colourful Football Series”. Xtep will launch over 512 new sportswear designs, including 302 different apparel designs in 1,005 colour schemes and 210 footwear designs in 810 colour schemes. Blending with dynamic music and visual images, and fashionable sportswear, a stylish fashion parade marked the grand opening of last month’s Sales Fair, showcasing Xtep’s signature products for the coming summer collections. The catwalk show interlaced with street dance performance and spotlighted the youthful vigor of Xtep’s products, presenting a brand new visual enjoyment.

The 2009 Summer collections under the three theme-oriented series are all distinctive in style. “Miami Series” demonstrates Miami’s unique passion and tempo of life with a palette of glamorous yet bright colours while “Tennis Series” uses pastel and warm colour hues to present a gentle and stylish flair. “Colourful Football Series” combines the elements of fashion and soccer together with the ingenious use of fabulous colour tones, demonstrating a touch of vigor and sports chic. In addition, Xtep continues to achieve new breakthroughs in its R&D by emphasizing on shock resistance and light-weight features to enhance the products’ functionality and comfort level.



**About Xtep International Holdings Limited**

Listed on the main board of the Hong Kong Stock Exchange on 3 June 2008, Xtep International is the leading fashion sportswear enterprise in the PRC. The Group principally engaged in the design, development, manufacture and marketing of sportswear and sold under the Xtep brand, Disney Sport brand and the Koling brand. The Group has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities in the PRC.