



## **Xtep awarded “Prime Awards for Corporate Social Responsibility 2008”**

[4 Nov 2008, Hong Kong] **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, was awarded the “Prime Awards for Corporate Social Responsibility 2008”.

“Prime Awards for Corporate Social Responsibility 2008” was co-organized by Prime Communications Limited and The Hong Kong Institute of Directors to recognize the companies which are committed to promoting corporate social responsibility. The award applies stringent criteria in its selection process. Candidates should demonstrate outstanding achievements in seven aspects, including “Active Participation”, “Charitable Donations”, “Caring for the Community”, “Caring for the Staffs and their Families”, “Promote Voluntary Works”, “Community Partnership” and “Knowledge and Technology Sharing”.

As the pioneer in the fashion sportswear industry in the PRC, Xtep demonstrates their commitment in promoting corporate social responsibility. 2008 is a disastrous year in the PRC, Xtep has actively coordinated numerous cash and materials donations activities. Following the snow storm crisis, Xtep and JP Morgan co-sponsored 5,000 down wears for the victims. Initiated by Mr. Ding Shui Po, Chairman of Xtep and his father, a RMB 20 million “Xtep Foundation” was established, striving to provide learning opportunities for the children living in poverty. Not only concerning about children education, Xtep also pays high attention towards employee training, providing on-the-job training for the employees to enhance their working skills. The award fully demonstrates the excellent leadership skills of the Company, as well as recognizes Xtep as a business role model caring for the community.



Mr. Terry Ho, CFO and Company Secretary of Xtep receiving the award

#### **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 Sport 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. As at 30 June 2008, number of retail outlets operated by distributors and third-party retailers in the PRC under Xtep brand amounted to 4,733, while number of retail outlets under Disney Sport and Koling brands amounted to 332 and 50 respectively.