



Xtep Honoured at “Hong Kong Enterprises Parade 2008”

[9 December 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 one of the awarded enterprises at the “Hong Kong Outstanding Enterprises Parade 2008” presented by *Economic Digest*.

Initiated in 2004, “Hong Kong Outstanding Enterprises Parade 2008” recognizes the achievements of outstanding enterprises and encourages excellence among listed companies in Hong Kong.

Mr. Ding Shuipo, Chairman and CEO of Xtep was honoured that Xtep was named as one of the enterprises at the “Hong Kong Outstanding Enterprises Parade 2008”. He said, “Since the establishment of Xtep, we have upheld the spirit of “Sports like no other”. With our unique positioning of blending fashion and sports elements, we have successfully entered into China’s sportswear products market and achieved a leading position. Looking forward, the Group will proactively identify and capture market opportunities and strive to become the top-notch fashion sportswear brand worldwide.”

A total of 33 renowned enterprises were named this year. Judging criteria included their financial performance growth, quality of corporate governance and popularity among retail investors etc.



Mr. Terry Ho (left), CFO and Company Secretary of Xtep receiving the award from Mr. Kenny Lee (right), Chairman of Hong Kong Stockbrokers Association

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.