



Xtep Named “Chinese Brand of the Year 2008” in Sporting Goods Category

[22 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 named the “Chinese Brand of the Year” in sporting goods category third time in a row.

The 5th “Chinese Brand of the Year 2008” was organized by The World Brand Laboratory, an international brand research institute, which selects the most influential brands in China each year. After a full year of research and analysis, 50 enterprises were named this year. Judging criteria covered five main areas, namely the brand’s market share, brand recognition, brand creativity, brand satisfaction and brand loyalty.

Mr. Ding Shuipo, Chairman and Chief Executive Officer of Xtep said, “We are honoured to receive the award again this year, recognizing our successful marketing strategy of combing entertainment and sports and the leading market position that Xtep brand is attained in China’s sportswear industry. Looking ahead, we will further strengthen the recognition and desirability of Xtep brand. Leveraging on the brand competitive edges, the Group will launch a variety of new products targeting different customer segments in order to expand its market share in China.”



Mr. Terry Ho (centre), Chief Financial Officer and Company Secretary of Xtep receives the “Chinese Brand of the Year 2008” in sporting goods category

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.