



## **First Appointed as Sportswear Provider for 2009 Xiamen International Marathon**

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### **Focusing on Sports Marketing Strategy and Promoting China's Sports Development**

[7 January 2009, Hong Kong] – Sponsored 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 Xiamen International Marathon held on 3 January 2009 was concluded with success, unveiling a series of upcoming sports marketing activities of Xtep this year.

Co-organized by the Chinese Athletic Association and Xiamen Municipal Government, the marathon attracted a record of 36,000 participants in its 8 race categories, namely men's and women's Marathon, Half Marathon, 10km race and 5km race. Partnered with the organizers for the first time, Xtep sponsored all sports products for the race participants.

Mr. Ding Shuipo, Chairman and Chief Executive Officer of Xtep said, “Xiamen International Marathon is a widely acclaimed annual sports event in the PRC and we are honoured to be appointed as its sole sports product partner. Xtep has strived to promote the public's interest in sports and the development of the sports industry through its sports focused marketing strategy, which is also a sound promotion platform for the Group. Following various effective marketing activities launched during the Olympics last year, we will continue to sponsor high quality sports events in China and abroad, including the 11<sup>th</sup> National Game of China, which will be opened in October this year, in order to further enhance our brand image and profile.”

Xiamen International Marathon was founded in 1993. With its high level of competition, enormous number of participants and wide range of activities organised, the marathon has been regarded as one of the most influential and noteworthy marathon races worldwide. In December 2007, it was also awarded the Gold Label Road Races from the International Association of Athletics Federations.

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### **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.