



Sponsoring the Finance Elite Cup
Brimming with Financial Elites Sports “Set me free”

[23 February 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 Third Financial Sector Basketball League – Finance Elite Cup was concluded with great success on 21 February 2009. Brimming with financial elites competing for the championship, the occasion encored with the sportsmanship - “Set me fee” promoting by Xtep.

Xtep rendered the Financial Sector Basketball League with full support for the second year through sponsoring the competition venue and sportswear for all participants. Xtep has strived to promote the development of the sports industry in the PRC through its active sponsorship to various sports occasions. With the sponsorship towards the basketball league, it not only encores Xtep’s sports focused marketing strategy, but also helps promoting the basketball events in Hong Kong as well as rendering the Company’s strategies of supporting sports.

Marking its third edition this year, the Financial Sector Basketball League was founded by the Hong Kong Institute of Financial Analysts and Professional Commentators Limited (“IFAPC”) in 2008, with participating organizations coming from various financial parties. The six teams participating in the basketball league this season were all elites from the finance industry in Hong Kong, including the IFAPC, Hang Seng Bank and the Hong Kong Exchanges and Clearing Limited.

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Hang Seng Bank – the Champion of the League receiving the trophy from Mr. Francis Lun, the Chairman of the IFAPC



Raging Bulls – Team from the league organizer, the IFAPC

About The Hong Kong Institute of Financial Analysts and Professional Commentators Limited

The Hong Kong Institute of Financial Analysts and Professional Commentators Limited, was founded by Hong Kong's renowned financial analysts and market professionals, including Mr. Francis Lun, Mr. Simon Lam Ka-hang, Mr. Ben Kwong Man Bun and Mr. Kenny Tang Sing Hing etc. The key objectives of the IFAPC are to leverage on the combined strength and experience of the members to establish and achieve a higher set of recognized professional standards for industry practitioners as well as educating the general public in better understanding of the financial market and to enhance Hong Kong's reputation as an international financial centre.

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.