



Xtep 2009 Autumn Sales Fair Features Latest Style and Trends Forging into Partnership with Leading Broadcasting Channels

[6 March 2009, Hong Kong] – Organized 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 Autumn Sales Fair (“Sales Fair”) was concluded last month with about 3,300 nationwide distributors attended.

Despite a relatively large base of sales order revenue recorded in 2008 due to a higher sales order driven by 2008 Beijing Olympics zeal, a 10% increase in terms of revenue in new orders was achieved at this Sales Fair over the same event of last year, marking the rapid growth of China’s fashion sportswear industry. Revenue in new orders for the first three quarters grew by 23% as compared to the same period of previous year.

At this Sales Fair, the Group has also entered into partnership with leading broadcasting channels and organizers of major sports events in the PRC, enhancing Xtep’s brand image nationwide and maximizing the effectiveness of its multi-faceted marketing strategies that combine sports marketing and entertainment marketing.

In 2009, Xtep will work closely with Anhui TV, Hunan TV and CCTV Sports Channel by placing advertisements and sponsoring numerous well-received programmes in these popular channels. As the sole sports product partner for the 11th National Games of China in October this year, Xtep will not only give its full support for this notable sporting event in China, but also sponsor the delegations from Hunan, Jiangsu and Shandong provinces and the People’s Liberation Army.

Taking place at Xiamen International Conference and Exhibition Center from 20 to 23 February, the Sales Fair showcased the latest 2009 autumn collections of Xtep and Disney Sport brands. A fashion parade under the theme “Magic Box” marked the opening of the 4-day Sales Fair, spotlighting Xtep’s stylish products and casting a magic spell and charm to every attendee. Xtep’s image and brand representatives Nicholas Tse, Jolin Tsai, Wilber Pan and Charlene Choi also performed at the event, bringing the atmosphere to its climax.

Xtep’s new collections are presented in thematic series with unique style, namely “Tennis Series”, “Colourful Football Series”, “City Forest Series” and “Integrated Training Series”. Both Xtep and Disney Sport’s new collections features bright and fabulous colour hues, parading a touch of youthful vigor and sports chic.

In addition, Xtep had organised an investor tour with an aim of further enhancing the understanding of the retail operation and business of Xtep. Led by Mr Ding Shipo, Chairman and Chief Executive Officer and Mr Terry Ho, Chief Financial Officer, analysts attended the Sales Fair and visited Xtep Flagship Store at Zhong Shan Lu, Xiamen.

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About Xtep International Holdings Limited

Listed on the main board of the Hong Kong Stock Exchange on 3 June 2008, Xtep International is the leading fashion sportswear enterprise in the PRC. The Group principally engaged in the design, development, manufacture and marketing of sportswear and sold under the Xtep brand, Disney Sport brand and the Koling brand. The Group has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities in the PRC.