

## Xtep Launched Five New Flagship Stores

[11 May 2009, 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, has launched five new flagship stores since the beginning of this year. All flagship stores are located in the bustling commercial areas in Shanghai and the provinces of Zhejiang, Hunan and Guizhou. While the sales floor area of the largest flagship store is 960 sq. m., every flagship store showcases a broad variety of Xtep products and provide customers with comfortable shopping experience. Furthermore, the flagship stores help the Company to attract more quality distributors and demonstrate the standardized image of Xtep to other new Xtep retail stores in the regions. As of today, Xtep has opened approximately 200 Xtep stores including these five new flagship stores.

Below are the photos of some of the new flagship stores:



The Flagship Store in Baoshan, Shanghai



The Flagship Store in Changde, Hunan



The Flagship Store in Chenzhou, Hunan



The Flagship Store in Tongren, Guizhou

**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. The Group has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities in the PRC.

The press release is issued by **Xtep International Holdings Limited**. For further information, please contact:

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