



Xtep 2009 Winter Sales Fair Concluded with Great Success

[10 June 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 Winter Sales Fair (“Sales Fair”) was concluded with resounding success. With over 3,300 nationwide distributors attended, Xtep launched 369 different apparel designs and 450 footwear designs during the Sales Fair. Although the global economy is still suffering from the negative effects caused by the financial crisis, the Sales Fair recorded a growth of approximately 16% in terms of revenue in new orders as compared to the same event of last year, indicating the promising growth potential of China’s fashion sportswear industry.

The Sales Fair under the theme “Champions” was held in Xianglu Grand Hotel in Xiamen and JiuHua Resort & Convention Center in Beijing. The Company has arranged various product training to the distributors of different regions by introducing the design concepts, fashion trends and mix-and-match suggestions of the new winter collections. In addition, previous sales statistics of various products were collected to provide guidance for distributors while placing new orders.

Mr. Ding Shuipo, Chairman and Chief Executive Officer of Xtep said, “Being positioned as a fashion sportswear brand, Xtep has been organizing its sales and marketing activities to enhance this image in the PRC. We believe that a distinctive and clear market positioning is vital for a brand. Although the global economy is affected by the financial crisis, the impact on second- and third-tier cities in the PRC is relatively small. With our particular focus on second- and third-tier cities, we are able to maintain stable and sustainable growth in our business.”

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.