



Xtep becomes the sole sponsor of All Star Sports Association Limited Fashionable sportswear complements star charisma

[6 August 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, announced an exclusive three-year agreement with **All Star Sports Association Limited** (“ASSA”), a renowned sports and charity organization founded by a group of artists in the entertainment industry, for the provision of apparel to members of the association. Pursuant to the agreement, Xtep will offer ASSA customized sportswear, casual wear, and accessory products and jointly participate in charity events for three consecutive years starting from 1st August 2009. Fashionable sportswear of Xtep will complement the stars’ charisma.

Established in 1986, ASSA was founded by a group of well known artists including Alan Tam, Sammy Hung, Jacky Chan, Eric Tsang and Natalis Chan, amongst others. ASSA aims to leverage the strong influence of its members to promote sporting activities and through bringing together the power of a group of renowned artists to charity contests and performances, raise funds for organisations in need. It has set its footprint in a number of countries worldwide. The charity performances for the Sichuan earthquake last year, for example, raised over HK\$100 million and aroused widespread attention in society.

The co-operation between the Xtep and ASSA will enable Xtep to expand its brand influence. Through competitions and charity events that ASSA joins, Xtep will benefit from enhancing its brand awareness in overseas markets.

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

About All Star Sports Association Limited

All Star Sports Association Limited (“ASSA”, also referred to as the Hong Kong All Stars Football Team) has undergone rapid developments since its establishment in 1986. It has expanded from a team of football lovers to an association which comprises basketball team, tennis team, bowling team, golf team, etc. The Association actively hosts and takes part in different kinds of charity contests and events to raise funds for organizations in China and overseas to help the needy. Over the years, it has raised funds of over HK\$200 million for charity purposes.

This release is issued by **Porda International (Finance) PR Group** on behalf of **Xtep International Holdings Limited**. For further information, please contact:

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