



“2009 Xtep Stars Nationwide Concert Tour” Thrills Wuhan

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Innovative Marketing Strategy Enhances Brand Equity

[10 August 2009, Hong Kong] “2009 Xtep Stars Nationwide Concert Tour” exclusively 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, thrills Wuhan which was the second stop of the concert tour. Three of Xtep’s brand representatives, namely Nicholas Tse, Charlene Choi and Jolin Tsai, shared the stage with astounding performances, bringing the 5,000 audience a splendid and vibrant music gala night.

Xtep has been a forerunner in adopting a sports and entertainment integrated marketing strategy in the sportswear industry in the PRC. The Xtep Stars Nationwide Concert Tour, which comprises five concerts in five different cities, is one of the major marketing events of Xtep this year under the Group’s entertainment marketing strategy. Audience has the opportunity to experience the Xtep spirit through close encounter with the Xtep’s brand representatives at the concert. The unique charismatic performance of the brand representatives has taken the country by storm as a major event in the country, thereby putting the Xtep brand under spotlight nationwide.

Not only did Xtep take the concert as a marketing event, but it also took the opportunity to fulfill its social responsibilities. During the concert in Wuhan, Xtep has arranged a special programme for its brand representatives and management to present scholarships to 10 diligent yet impecunious students to help them in pursuing their studies in universities in an effort to encourage all youngsters to realize the Xtep’s motto of challenging themselves to reach new heights in their lives.





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.

Issued by Porda International (Finance) PR Group for and on behalf of **Xtep International Holdings Limited**. For further information, please contact:

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