



**Xtep 2010 1Q Sales Fair Recorded Strong Order Growth of 22%
Launches New Superlight Marathon Running Shoes and Kid's Footwear Series**

[11 September 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, held the Xtep brand sales fair for the first quarter of 2010 held at Xiamen International Convention and Exhibition Centre last month. With more than 3,400 attendees, the sales fair recorded a 22% year-on-year order growth in terms of sales value.

The Group will introduce four apparel series in the first quarter of 2010, namely the sailing series, soccer series, tennis series and integrated training series. New footwear products under the six original series, namely nostalgic, basketball, running, tennis and leisure will also be launched.

On the research and development front, the Group will launch a limited edition of the "Super Light Marathon Running Shoes" especially for the Xiamen International Marathon. Weighing only about 100g for each shoe, the super light marathon running shoes will be one of the Group's key functional products in the future. In addition, light 3D designed materials as well as durable wear-resisting rubber were added to the front and rear part of the shoe soles to enhance flexibility and slip resistance. This marked a breakthrough in the research and development of the Group.

Mr. Ding Shui Po, Chairman and Executive Director of Xtep said, "We recorded satisfactory results in the sales fair for the first quarter of 2010. Leveraging on our clear brand positioning and a series of effective marketing activities, Xtep brand is well received by young customers. We will continue to launch various marketing activities in the future and devote to maintain stable and sustainable growth in our business."

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About Xtep International Holdings Limited

The Company is listed on the main board of the Hong Kong Stock Exchange. The Xtep brand is the leading fashion sportswear brand in the PRC and primarily engaged in the design, development, manufacture, sales and marketing of sportswear products. 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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