



Xtep Signs All 5 “Super Girls” Winners

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First Xtep “Super Girls” concert tour kicks off on 7 October 2009

[23 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, has added to its stars line up of brand representatives with the signing of the top 5 winners of the recent nationwide big hit Super Girls singing contests. The top 5 winners from the contest, namely Jiang yingrong, Li xiaoyun, Huang ying, Yu kewe and Liu xijun (“Super Girls”), appeared together to the public for the first time in Beijing yesterday after the contest finished on 4 September 2009. At the signing ceremony, all Super Girls are wearing Xtep apparel to show their charm and chic to the crowded media and fans.

During the signing ceremony, Xtep also announced the strategic partnership with EE-Media which has the largest entertainment resources in the PRC mass market. The two groups will arrange a series of high profile marketing events to take advantage of the recent hit wave of “Super Girls” across the nation. The first event of “Super Girls” concert is scheduled to take place in Shanghai on 7 October 2009.

The “Super Girls” singing contest has been the talk of the nation since its launch this year where young talented female contestants compete to become pop stars. This contest was organized by EE-Media and Hunan Satellite TV and attracted a record breaking number of over 150,000 contestants from all over the PRC. This program has attracted a huge nationwide audience and the winners of “Super Girls” will become teenagers’ idols.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, added, “Xtep differentiates its brand position by its innovative marketing strategy which combines sports and entertainment. The “Super Girls” have received an overwhelming attention from media and audience. We will leverage on their high profiles throughout the nation to organize various “Super Girls” Concert Tour in different cities to further promote and enhance our leading fashion sportswear brand position.”

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About Xtep International Holdings Limited

Xtep International Holdings Limited is a listed company on the main board of the Hong Kong Stock Exchange. The Xtep brand is the leading fashion sportswear brand in the PRC. The Group is principally 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. For more information about the Group, please visit the Company's website at www.xtep.com.hk.

About EE-MEDIA

EE-MEDIA, founded in 2004, is a pioneer enterprise in China's media industrial chain. EE-MEDIA is focused on media and entertainment programs and the production of TV program and TV drama, and specializes in artists exploration and management. EE-MEDIA has the largest resources in the PRC entertainment industry.

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Xtep Chairman and CEO Mr. Ding Shui Po and the five winners



Xtep Chairman and CEO Mr. Ding Shui Po delivering a speech at the event



The five winners of "Super Girls"



Ms Jiang Yingrong, champion of "Super Girls"



Ms Liu Xijun, one of "Super Girls"

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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