

For Immediate Release



Xtep Chairman Ding Shuipo Awarded “Ernst & Young Entrepreneur Of the Year 2009 China”

[2 November 2009, Hong Kong] –China’s leading fashion sportswear enterprise **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368) is pleased to announce that Mr. Ding Shui Po, Chairman and CEO of Xtep, has become the new **“Ernst & Young Entrepreneur Of the Year 2009 China”** award winner.

A total of 12 outstanding business entrepreneurs with distinguished vision, leadership and achievement received the honor this year. Mr. Ding was one of the winners for the industry of consumer products. Other winners include Mr. Vincent Lo, Chairman of Shui On Group, Mr. Li Shufu, Chairman of Geely Automobile Holdings Ltd, Mr. Lu Wenbing, Chief Executive Officer of Inner Mongolia Little Sheep Catering Chain Co., and Mr. Luo Lin, Chairman of Anton Oilfield Services Group, amongst others.

“The Ernst & Young Entrepreneur Of the Year award is a recognition and encouragement not only for me but also for all of Xtep’s management and staff. I’m so glad that Xtep’s astounding growth in recent years is recognized by a panel of renowned judges for this award. Going forward, we will continue our efforts to further strengthen the recognition and reputation of Xtep brand and increase our market penetration, endeavoring to generate excellent results in the future for our shareholders,” said Mr. Ding on receiving the award.

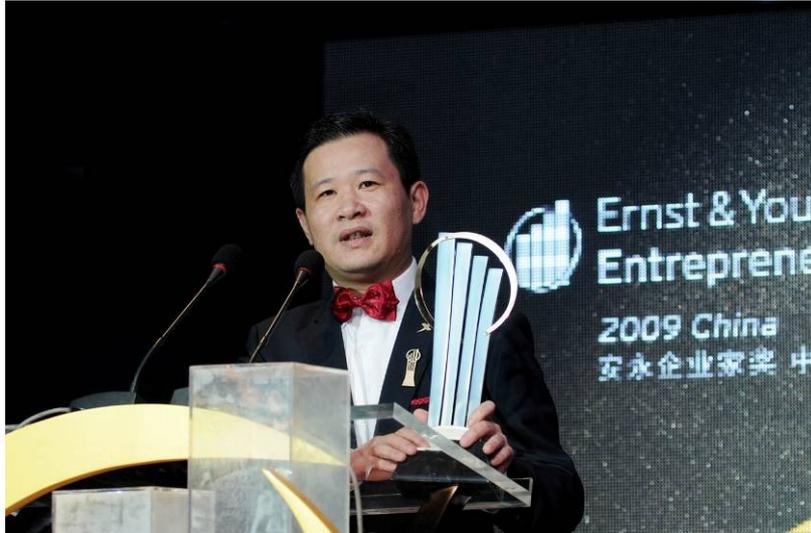
The judging panel of the award this year consists of seven outstanding entrepreneurs such as Mary Ma, Partner and Managing Director of TGP Capital, Jonathan Chuk, Partner and Managing Director of Brian Capital, and Michael Chan, Executive Chairman of the Café de Coral Group, amongst others.

Ernst & Young Entrepreneur Of the Year Award, which was created in the United States in 1986, is a prestigious international award established to honour bold entrepreneurs who have achieved success by combining ability and opportunity. Winners of the award are drawn from a wide range of industries including consumer and industrial products, real estate, automotive, services and technology.

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.

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Mr. Ding Shui Po is one of the winners of the “Ernst & Young Entrepreneur Of the Year 2009 China” for the industry of consumer products.



Mr. Ding receives the award from Mr. Ronald Meyers, Chief Operating Officer, Greater China, Ernst & Young

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