

[For immediate release]



Xtep 2010 2Q Sales Fair Posts Strong Order Growth of 20%

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Launches “Super Girls” Series and Light Shock Absorption Running Shoes

20 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), announced encouraging sales orders at its 2010 second quarter Xtep brand sales fair held at the Xiamen International Convention and Exhibition Centre earlier this month. More than 4,500 distributors, franchisees and shop managers attended the sales fair. The sales order book value grew 20% year-on-year.

In this 2010 Q2 Xtep brand sales fair, the Group launched a total of around 360 new apparel and 260 footwear designs. Four new apparel series including sailing, soccer, tennis and integrated training as well as eight new footwear categories, namely classic, leisure, basketball, running, tennis, beach, air-permeable and kids series, were launched.

The brand new “Super Girls” sports series, which featured winners of the PRC’s recently hottest “Super Girls” singing contest, was unveiled at the sales fair. These colorful and youthful outfits took centre stage and received positive response at the event. For the functional products, the Group launched the second generation shock absorption shoes. The new products optimised the structure of the heel shock absorber integration, while strengthening the thermoplastic polyurethane (TPU) padding to enhance overall protection.

Mr. Ding Shui Po, Chairman and Executive Director of Xtep said, “we see signs of improvement in the PRC economy, and we are pleased to see that the distributors, franchisees and shop managers are also showing stronger confidence in terms of retail market performance. Leveraging our distinctive brand positioning and utilising a host of effective marketing activities, the Xtep brand has received a positive reception from younger customers. Going forward, Xtep will continue to achieve steady business growth while enhancing our competitiveness in the industry.”

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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. It 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.

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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