

[For Immediate Release]



Reappointed as the Sole Sports Product Partner for Xiamen International Marathon

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Highlighting Running Business and Devoted in Supporting Sports Occasions

[4 January 2010, Hong Kong] – Sponsored by leading PRC fashion sportswear enterprise - **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368) for the second year, Xiamen International Marathon held on 2 January 2009 was concluded with success. Meanwhile, the Company has also concluded a 5-year sportswear sponsorship agreement with the organizer to show its support towards the event. Marking a record number in both the event and marathon in the PRC of over 50,000 participating runners from 35 countries, this year’s event was live broadcasted by CCTV and XMTV and relay broadcasted by over 40 TV stations worldwide.

Highlighting this event, a brand new series of Xtep running shoes has been launched earlier and “Love Running, Love Xtep” advertisements have also been aired in various popular TV stations such as CCTV, Hunan Satellite and Anhui Satellite etc. Besides, Xtep has organized a “Love Xtep, Love Running, Love Marathon” event on that day. Couples were encouraged to participate in the bridal show and marathon races etc, thrilling the mass with their passion.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, “Xtep is devoted in supporting sports development. Regarding Xiamen International Marathon as a grand sporting occasion, the Company has concluded a 5-year sportswear sponsorship agreement with the organizer. In 2009, Xtep has sponsored various sporting events, including the National Games of China and East Asian Games etc. Going forward, Xtep will continue to adopt a sports and entertainment integrated marketing strategy in order to strengthen its leading position in the fashion sportswear industry.”

Marking its 8th edition this year, Xiamen International Marathon was awarded the Gold Label Road Races from the International Association of Athletics Federations. The marathon will be held in the first Saturday of January each year, with race categories including men’s and women’s Marathon, Half Marathon, 10km race and 5km race etc.



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About Xtep International Holdings Limited

Xtep International Holdings Limited is listed 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. It 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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