

[For Immediate Release]



## **Xtep to become the first PRC sportswear brand to appear in English Premier League**

- **Xtep propels to international stage with 5-year kit sponsorship of English premier league football team Birmingham City Football Club at HK\$90 million in aggregate**
- **Birmingham City Football Club achieved a record-breaking 14 matches unbeaten streak in top-flight football; best performance since 1908**

[18 January 2010, Hong Kong] - The leading fashion sportswear enterprise in the PRC - **Xtep International Holdings Limited** ("Xtep" or the "Company", together with its subsidiaries the "Group", stock code: 1368) today unveiled a 5-year sponsorship agreement with Birmingham International Holdings Limited ("Birmingham International", stock code: 2309), under which Xtep will supply apparel to the Birmingham City Football Club ("Birmingham City FC" or "BCFC"), the English Premier League team. Xtep will be the first PRC sportswear brand to have a presence in English Premier League.

The sponsorship agreement between Xtep and BCFC will be for a period of five years from August 2010 to May 2015. The sponsorship fee for the entire period amounts to HK\$90 million in aggregate. In addition, Xtep will supply to Birmingham International approximately HK\$10 million net worth of sportswear products bearing the joint "Xtep-BCFC" logo during the 5 years' match seasons. Xtep is the first PRC sportswear brand to sponsor an English Premier League football team. The sponsorship also marks a major milestone for the Group as it propels the fast growing young fashion sportswear brand onto the global arena.

Birmingham City FC, coached by ex-Scotland manager, Alex McLeish, has an unbeaten record of 14 consecutive matches since 24 October 2009. During these 14 matches, they drew with leading football clubs like Manchester United, Chelsea and Liverpool and won against Blackburn Rovers, West Ham United, Fulham and many others. This excellent performance shattered a 102-year old club record and represents the best performance by Birmingham City Football Club since 1908.

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**Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep** said, “We are delighted to secure this opportunity to promote our Xtep brand and establish a presence in the international market. The Barclay Premier Football League is one of the most popular and most-watched football leagues in the world, followed by over half a billion people in 202 countries! Birmingham City FC, on the other hand, has a rich football history and has just achieved a record 14-game unbeaten streak in top-flight matches. We are confident that Birmingham City FC will go on to scale greater heights in the future and bring the Xtep brand even wider exposure internationally.”

Commenting on the cooperation with Xtep, **Mr. Yeung Ka Sing, Chairman and Executive Director of Birmingham International** said, “Xtep is the leading fashion sportswear brand in the PRC. It has already shown a strong commitment to sports development through sponsorship of many high profile events such as the Olympic Games and of the 11<sup>th</sup> National Games of China in 2009. We are excited to have Xtep’s logo adorn our shirts from the start of the 2010-11 season. Our collaboration represents a win-win partnership. Xtep provides an excellent platform for us to bring our English Premier League team to the PRC market and promote the Birmingham City FC to a wider group of football fans in the PRC. We look forward to a long and fruitful relationship.”

Under the agreement, Birmingham City FC’s players and supporting staff will put on football outfits bearing Xtep’s logo during matches, training sessions and club’s events. Birmingham City FC will also support Xtep in various marketing and promotion activities, which include arranging for its players to participate in Xtep-BCFC promotion activities in China during the off-season. In addition, eight mega advertising billboards bearing Xtep’s logo and products will be provided in BCFC’s football stadium, St Andrew’s Stadium, to maximize the marketing publicity. Millions of audience is expected to watch the football games every week. To further enhance the publicity in China, a minimum of eight matches that BCFC participates will be delay broadcasted by CCTV5. The Group expects tremendous marketing and promotion publicity for its Xtep brand on the international arena.

“Xtep will roll out a series of Xtep-BCFC apparel products which will be available for sale through the Xtep retail network in China. With the support from Birmingham City FC, we are optimistic that the Xtep-BCFC merchandise will receive positive feedback from consumers in the PRC market. This will coincide with our World Cup 2010 promotion campaign and it will definitely add more excitement to our marketing and promotion activities,” Mr Ding commented.

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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.



Mr. Yeung Ka Sing, Chairman and Executive Director of Birmingham International (left) and Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep (right) joined hands for the collaboration between the two parties.

Issued on behalf of **Xtep International Holdings Limited**.

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