

[For immediate release]



特步國際控股有限公司

Xtep International Holdings Limited

Xtep to become the Principal Partner for the Volunteers of The World Expo 2010 Shanghai

[4 March 2010, Hong Kong] - Leading PRC fashion sportswear enterprise - **Xtep International Holdings Limited** ("Xtep" or the "Company", together with its subsidiaries the "Group", stock code: 1368) announced to become the principal partner for the volunteers of World Expo 2010 Shanghai ("Shanghai Expo").

Pursuant to the agreement signed by Xtep and Bureau of Shanghai World Expo Coordination on 2 March, 2010, Xtep was honored as the "Shanghai World Expo Designated Sportswear Provider" and it will sponsor the outfits for all volunteers within the Shanghai Expo arena. Mr. Hong Hao, Deputy Secretary General of the Shanghai Municipal People's Government and Director of the Bureau of Shanghai World Expo Coordination, Mr. Xu Wei Guo, Deputy Party Secretary of the Bureau of the Shanghai World Expo Coordination, together with Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep and Mr. Ye Qi, Vice President of Xtep (China) had attended the sponsorship signing ceremony.

The volunteers' uniform for the Shanghai Expo site was also unveiled at the signing ceremony. The stylish design featuring a memorable motif pattern was highly regarded by the attending media and staff of the Shanghai Expo. Blended with white and green colours, the volunteers' outfits promotes a sounding green concept while demonstrating the theme of harmony, purity, and creativity. The outfit applied natural and environmental fabrics woven together by cutting-edge knitting technology, resulting in a true classic beauty and comfort.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said: "The World Expo is a prominent event attracting international attention. The Shanghai Expo by no means will be the centre of attention across the world, with the duration, scale and number of participating countries of the event. At the same time, a group of volunteers will make their generous contributions at this event, shuttling between various exhibition halls and offering assistance. These volunteers, sporting the Xtep brand, will appear at every corner of the Shanghai Expo arena and impress all

visitors and attendees.

“Xtep is a young, energetic, fashionable and innovated brand which encores the Shanghai Expo’s key themes of ‘inspiration’ and ‘integration’. Striving to become the world’s top fashion sportswear brand, we must be equipped with a global vision and greater international initiatives. The Shanghai Expo is truly an international event getting people together from all around the globe. We, through the sponsorship opportunity, hope to demonstrate our vision of “Rooted in China, Face the World” and gain increasing support and recognition,” Mr. Ding concluded.

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Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep (3rd on the right) and Mr. Hong Hao, Director of the Bureau of Shanghai World Expo Coordination (3rd on the left) shook hands at the signing ceremony whereby Xtep officially became the principal partner for the Shanghai Expo.



Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep (right) and Mr. Hong Hao, Director of the Bureau of Shanghai World Expo Coordination (left) displayed the outfits sponsored by Xtep.

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.

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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