



特步國際控股有限公司
Xtep International Holdings Limited

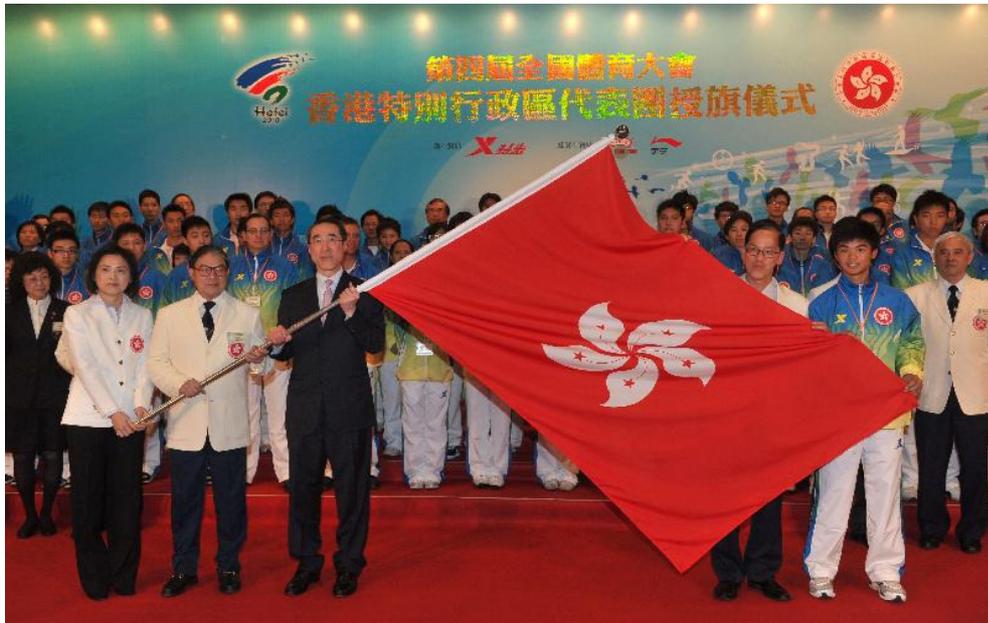
**Xtep being the Official Partner of the 4th All-China Games
Continues to Promote Sports Industry Development in China**

[27 April 2010, Hong Kong] **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), a leading fashion sportswear enterprise in the PRC, announced it is the official partner and sole sports products sponsor of the 4th All-China Games (the “Games”) and the Company will sponsor all the outfits for the delegations from Hefei, Jiangsu, Anhui, Guizhou and Hong Kong.

Held once every four years, the Games is a national non-Olympic multi-sports event organized by the General Administration of Sports of the PRC. Comparable to the National Games, it gathers top athletes from all over the country and is well received by the public. The Games this year will be held from 16-26 May in Hefei city, Anhui province and will consist of 34 competition events, including fin swimming, water skiing, jet skiing, Chinese wrestling, open water swimming and life saving etc. The aim of the Games is to promote a diversified range of non-Olympic events among the general public, thus striking a balance between the development of competitive sports and mass sports.

Xtep has long been supporting Hong Kong athletes. At yesterday’s flag presentation ceremony held at the Hong Kong Cultural Centre, all of the young and energetic members from the Hong Kong delegation were wearing Xtep sponsored outfit. Mr. Henry Tang, the Acting Chief Executive, Mr. Tsang Tak-sing, the Secretary for Home Affairs, Mr. Timothy Fok, the Deputy Chef de Mission and Chairman of the Organizing Committee of the delegation and Mrs. Betty Fung, the Director of Leisure and Cultural Services and Deputy Chef de Mission and Vice-chairman of the Organising Committee of the delegation has also attended the ceremony yesterday.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, “We endeavor to promote the development of sports industry in the PRC. Following the partnership with the 11th National Games in 2009, we are very honoured to be the official partner of the All-China Games this year. We congratulate to the HKSAR government which has organized a 92-member delegation to participate in the Games and wish the team every success while striving for the best and to achieve remarkable results for Hong Kong.”



Mr Henry Tang, the Acting Chief Executive presented the Hong Kong Special Administrative Region flag to Mr. Tsang Tak-sing, the Chef de Mission of the delegation and the Secretary for Home Affairs. Mr. Timothy Fok (second left), the Deputy Chef de Mission and Chairman of the Organizing Committee of the delegation and Mrs. Betty Fung (third left), the Deputy Chef de Mission and Vice-chairman of the Organizing Committee of the delegation has also attended the ceremony yesterday.



Mr. Tsang Tak-sing, the Chef de Mission of the delegation delivered a keynote speech during the flag presentation ceremony, encouraging the citizens to keep cheering for the Hong Kong athletes. All of the young and energetic members from the Hong Kong delegation were wearing Xtep sponsored outfits.



Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep International Holdings Limited (right) received souvenir from Mrs. Betty Fung, the Director of Leisure and Cultural Services and Deputy Chef de Mission and Vice-chairman of the Organizing Committee of the delegation, (left).

About Xtep International Holdings Limited

Xtep International Holdings Limited is listed on the main board of the Hong Kong Stock Exchange. Xtep is the leading fashion sportswear brand in the PRC. The Group principally engages in the design, development, manufacture, sales and marketing of sportswear. The company has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities across 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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