

[For immediate release]



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

## **Xtep to be a Partner and Sole Sportswear Sponsor of IAAF Diamond League Shanghai**

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### **Further Promotes “Love Running, Love Xtep”**

[20 May 2010, Hong Kong] Xtep International Holdings Limited (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), China’s leading fashion sportswear enterprise, announced to be a partner and the sole sport sportswear sponsor for the International Association of Athletics Federations Diamond League Shanghai (“IAAF Shanghai Diamond League”) from 2010-2012.

In the next three seasons, Xtep will sponsor and provide outfits for referees, organizing committee members, security officers, volunteers, award ceremonies and other workers of the IAAF Shanghai Diamond League.

The IAAF Diamond League is a top annual series of track and field meets. The Shanghai league is the second stop of its series this year and will be held at the Shanghai Stadium on 23 May 2010. There will be over 160 athletes from over the world including 15 top athletes who are the reigning world or Olympic champions joining the 16 diamond races in Shanghai. The league features “Chinese Flying Man” Liu Xiang, a 110m hurdler, and “The Jamaican Lighting” Usain Bolt, the world record holder in 100m and 200m races. Hundreds of millions of audience will share the intense atmosphere of the games through broadcast by 48 television stations worldwide, including whole-day live broadcast by China Central Television Channel 5 (CCTV5) and British Broadcasting Corporation Channel 3 (BBC3) in United Kingdom. The Xtep brand will be shown all over the world, boosting the recognition and reputation of the Group.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, commented on the partnership: “The Shanghai Diamond League is a prestigious and well-received athletic league that assembles top athletes. We are honored to have partnered with the IAFF Shanghai Diamond League and to inspire and share the enthusiasm for sports. We will continue to promote our “Love Running, Love Xtep” spirit to the world and further strengthen our professional running-focused brand.

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“Running is a core focus of Xtep. Customers have associated “running” with the Xtep brand. As such, we have sponsored different kinds of running events, including the Xiamen International Marathon, Tibet Half Marathon, Xi’an City Wall Marathon and National Healthy Running activities. The partnership with Shanghai Diamond League has highlighted our continuous support towards the sport industry,” Mr Ding Shui Po said.

Xtep has implemented a unique sports and entertainment dual marketing strategy in recent years. It has sponsored a number of international sporting events and teams, including the Olympic Games, The 10<sup>th</sup> and 11<sup>th</sup> National Games, Birmingham City Football Club of the English Premier League, CX China Extreme Sports Competition, the National Basketball League and the Women’s Chinese Basketball Association.



Ms. Mary Gu (left), the president of Shanghai Corporate Pavilion of 2010 Shanghai World Expo and the managing director of Shanghai Golden Grand Prix Co. Ltd, received a souvenir from Mr. Ye Qi (right), Xtep’s executive director and a vice president of Xtep (China) Company Limited, at the press conference.



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### **About Xtep International Holdings Limited**

Xtep International Holdings Limited is listed on June 3, 2008 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.

### **About IAAF Diamond League**

The IAAF Diamond League is a top annual series of track and field meets to be held globally from 2010 onwards, replacing the previous IAAF Golden League of a history of 12 years. According to IAAF Diamond League rules, only top 20 ranked athletes are entitled to this event, including all Olympic champions, world champions and world record holders. There will be 14 individual meets holding one day in different cities throughout Asia, North America and Europe. The league comprises of 32 different events, including Men's and Women's 100m, 200m, 400m, 110m hurdle and pole vault.

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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