

[For immediate release]



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

## **Xtep 2010 4Q Sales Fair Posted Strong Order Growth of 25%**

### **Running Shoes Recorded Strong Sales Order Growth of 43% “Xtep-BCFC” Products to be launched in 2011 Q1 Sales Fair**

[27 May 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) concluded its 2010 4Q sales fair in Xiamen City, China in May 2010. The sales fair, which was attended by over 4000 distributors and franchisees and was well received with sales order book recorded a strong 25% year-on-year growth in sales value. Sales orders values for apparel products rose 26% year-on-year, while that of footwear grew 23%. Order volume for both product types recorded double-digit growth, while the average selling prices (“ASP”) posted single-digit growth.

Running shoes remains a key product category of the Group. In the 4Q sales fair, running shoes recorded strong sales order growth of 43% year-on-year, which was driven by a 30% volume growth and a 10% ASP growth.

Xtep’s designs always pioneer the fashion trend and offer distinctive sports experience to consumers. Following the announcement to become the first PRC sportswear sponsor of the Birmingham City Football Club (“BCFC”) of English Premier League from 2010-2015, the Group will start to launch the “Xtep-BCFC” products in 2011 Q1 sales fair. Football enthusiasts across the globe will experience Xtep’s fashion and dynamic spirit beyond the fields. The BCFC team will visit Hong Kong, Beijing and Shenyang in its July 2010 tour when Chinese fans can feel the football buzz.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, “Xtep has posted an encouraging order growth this year, in the light of increasing popularity of sports in China and sports frenzy triggered from various high-profile events.

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“Running is a core focus of Xtep. In recent years, we have sponsored various running events including the Xiamen International Marathon, Tibet Half Marathon, Xi’an City Wall Marathon and we are 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. Going ahead, Xtep will launch more running shoes series and products to strengthen our professional running-focused brand and promote our “Love Running, Love Xtep” spirit to the world.”

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### **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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