



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

Xtep Becomes Title Sponsor of “Xtep Cup – Hong Kong League XI • Birmingham City Invitation Match”

Promotes Hong Kong Football Development

[6 July 2010, Hong Kong] **Xtep International Holdings Limited** (“Xtep”, stock code: 1368), China’s leading fashion sportswear enterprise, today announced that it is the title sponsor of Hong Kong League XI • Birmingham City Invitation Match, and the event has been named as “Xtep Cup – Hong Kong League XI • Birmingham City Invitation Match.”

Jointly organized by the Hong Kong Football Association and English Premier League Birmingham City Football Club, “Xtep Cup – Hong Kong League XI • Birmingham City Invitation Match” will be held at the Hong Kong Stadium on 18 July 2010 (Sunday) at 3pm.

Mr Terry Ho, Executive Director and Chief Financial Officer of Xtep, said, “We are very honored to be the title sponsor of the match and to help promote the development of sports industry in Hong Kong. We are also grateful to the Hong Kong Football Association and Birmingham for organizing the match, allowing local football enthusiasts to watch the spectacular performance of both teams in Hong Kong.”



A group photo with the guests and HK League XI.



Mr Terry Ho (Right), Executive Director and Chief Financial Officer of Xtep International Holdings Limited received a souvenir from Mr. Vico Hui (Left), Executive Director & Chief Executive Officer of Birmingham International Holdings Limited.

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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.

Issued by Porda International (Finance) PR Group for and on behalf of **Xtep International Holdings Limited**. For further information, please contact:

Xtep International Holdings Limited

Ms. Sidney Luk Tel: (852) 2152-0813 Email: sidney.luk@xtep.com.hk
Fax: (852) 2153-0330

Porda International (Finance) PR Group

Mr. Ivan Kau Tel: (852) 3150-6778 Email: ivan.kau@pordafinance.com.hk
Ms. Ada Leung Tel: (852) 3150-6732 Email: ada.leung@pordafinance.com.hk
Ms. Samantha Yeung Tel: (852) 3150-6735 Email: samantha.yeung@pordafinance.com.hk
Fax: (852) 3150 6728