

**Press Release
For Immediate Release**



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

**Xtep 2011 1Q Sales Fair Posted Sustainable Growth
Sales Order Book Increased 23%**

* * *

“Xtep-BCFC” Products Line Debuts Ordering

[20 Sep 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 2011 1Q sales fair in Xiamen City, China. The sales fair was attended by over 4,300 distributors and franchisees and was well received with sales order book recording a strong and steady 23% year-on-year growth in sales value. Apparel and footwear products both recorded double-digit growth in order volume; while apparel products increased by double digits in average selling prices (“ASP”) and footwear products increased by single digit in ASP.

Running and football series are the key product categories of the Group. Xtep enhanced the functionality of running shoes with innovative “X-Turbo” technology adopted in elastic insoles designed according to human mechanics. It provides better protection to the ankles and offers stability and comfort while enhancing the speed of movement for runners.

Featuring Xtep’s focus in football, “Xtep-BCFC” products line which include apparels, jackets and accessories were introduced in the 1Q sales fair and had received incredible positive response. Xtep had also launched its professional football boots and training shoes blended with functionality and Birmingham City Football Club style elements. Xtep will carry out series of promotion and marketing events to promote especially the running and football products.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, “Thanks to our successful branding promotion and the continuous enhancement of our products, Xtep has recorded a sustainable growth in 2011 1Q sales fair. We are confident in the new “Xtep-BCFC” products, one of the highlights in the sales fair and enjoyed positive responses from our distributors. Looking ahead, we will continue to enhance our professional and fashionable image among consumers by launching innovative products and offer distinctive sports experience to consumers.”

- End -

About Xtep International Holdings Limited

Xtep International Holdings Limited successfully listed on the Main Board of the Stock Exchange of Hong Kong Limited on 3 June 2008 with the stock code 1368. 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:

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. Samantha Yeung Tel: (852) 3150-6735 Email: samantha.yeung@pordafinance.com.hk
Ms. Janice Cheng Tel: (852) 3150-6755 Email: janice.cheng@pordafinance.com.hk

Fax: (852) 3150 6728