

**Press Release
For Immediate Release**



Xtep 2011 2Q Sales Fair Recorded Excellent Performance
Sales Order Book Increased 25% y-o-y

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“Launched New Series of Running Shoes for IAAF Shanghai Diamond League”

[21 October 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 2Q sales fair in Xiamen City, China.

The Group is pleased to report a robust sales order book growth of 25% year-on-year in sales value. Order volume for both product types recorded double-digit growth. The average selling prices (“ASP”) of footwear posted single-digit growth while the ASP for apparel improved by double-digit.

Xtep has launched over 1,000 style of designs each for footwear and apparel during the sales fair. The event was attended by over 4,300 distributors and franchisees and was tremendously well received.

Reflecting Xtep’s focus on running, the Group has launched a new series of professional running shoes for the IAAF Shanghai Diamond League. Weighing only 170 grams, this new series of running shoes is 25-40% lighter than the normal running shoes and achieved the international standards for marathon running set by the IAAF. It is also widely believed to be one of the lightest running shoes available. The new series of running shoes is equipped with innovative “X-Turbo” technology adopted in elastic insoles designed according to human mechanics. It provides better protection to the ankles and offer stability and comfort while enhance the speed of movement for the runners.

Mr Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, “We are pleased to report another strong set of sales fair order for the upcoming spring and summer seasons 2011. The Group has demonstrated over the years that its branding campaign has achieved tremendous success in China, which allowed us to achieve sustainable growth year after year. We remained focused on our core competence and will endeavor maximum efforts to build our “Xtep” brand into the leading fashion sportswear brand in the region.”

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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:

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