

To: Business Editor
[For immediate release]



Xtep Proposed Offering of Taiwan Depositary Receipts Accelerates Taiwan Market Expansion

[29 November 2010, Hong Kong] — **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), a leading fashion sportswear enterprise in the PRC, announced that an application to the Taiwan Stock Exchange for the offering and listing of Taiwan Depositary Receipts (TDR) is made today.

Xtep plans to issue 250,000,000 units of TDR in Taiwan with each unit representing 0.40 Share. The aggregate of the 100,000,000 Shares involve 50,000,000 New Shares issued by the Company, representing an approximately 2.30% of the issued share capital of the Company (equivalent to approximately 2.25% of the enlarged issued share capital), while the other 50,000,000 existing Shares will be offered by Carlyle. The Company intends to use the net proceeds from the TDR Issue for the business development in Taiwan, brand promotion and expansion of production facilities. Taiwan Polaris Securities Corporation Limited is the major underwriter of this issue.

Listed on the Main Board of the Hong Kong Stock Exchange on 3 June 2008, Xtep is a constituent of three Hang Seng Composite Index Series. The issue of TDR in Taiwan will not only broaden the existing shareholder base of the Company, but also enhance Xtep’s corporate image and competitiveness, as well as accelerating the expansion of Taiwan market and providing an additional fund-raising platform for the future development of the Group.

In regards to the proposed offering of TDR, Xtep Chairman and Chief Executive Officer Mr. Ding Shui Po said, “Currently, the Group has established sound brand equity through its strong marketing competitiveness and greater brand awareness in the sportswear markets in Greater China and South East Asia. With its strong foothold in the second and third-tier cities in mainland China, the Group is able to achieve sustainable growth year after year. We believe that strengthening the development of the sales business in Taiwan will positively enhance the brand awareness and business growth of the Group. Xtep brand is on its way to becoming a well recognized world-class brand. To capitalize on the increasing business opportunities between Taiwan and mainland China, together with the high popularity of our

Xtep brand spokespersons Jolin Tsai and Wilber Pan in Taiwan, the TDR Issue will enable us to accelerate our business expansion in Taiwan while the Group gains additional working capital to support future business growth.”

The Group strives to build its Xtep brand into the leading fashion sportswear brand in the region and globally. The Group unveiled its five-year sponsorship agreement with Birmingham International Holdings Limited, becoming the first PRC sportswear brand to be involved in the English Premier League. Besides, the Group also became the principal partner for the volunteers of the Shanghai World Expo 2010, through sponsoring the outfits for all volunteers, raising the awareness of Xtep brand.

- 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. Effie Ng Tel: (852) 3150-6733 Email: effie.ng@pordafinance.com.hk
Mr. Benjamin Yiu Tel: (852) 3150-6721 Email: benjamin.yiu@pordafinance.com.hk

Fax: (852) 3150 6728