

**Press Release
For Immediate Release**



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

Birmingham City Storms into the Carling Cup Final 2011

* * *

Xtep brand to be showcased at the Wembley Stadium on 27 February 2011

[28 January 2011, Hong Kong] - The leading fashion sportswear enterprise in the PRC and the official sponsor of English premier league football team Birmingham City Football Club ("Birmingham City" or "BCFC") - **Xtep International Holdings Limited** ("Xtep" or the "Company", together with its subsidiaries the "Group", stock code: 1368) is pleased to announce that Xtep brand are making its first debut in the upcoming Carling Cup Final 2011 which will be held at the Wembley stadium, London, following the victory of Birmingham City over West Ham United in the semi-final.

As the kit sponsor of Birmingham City Football Club, the Carling Cup Final 2011 will also marks Xtep as the first Chinese sportswear brand to be telecasted in the Wembley stadium.

Craig Gardner's extra-time winner booked Birmingham City's place in the Carling Cup final against Arsenal on 27 February as they defeated West Ham United 4 – 3 on aggregate at the St Andrew's stadium.

As one of the most anticipating and exciting football tournament in England, the Carling Cup Final 2011 will be broadcasted worldwide with millions of viewers across the globe are expected to tune into the match.

- 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:

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 | | |