

To: Business Editor  
For Immediate Release



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

## Xtep 2011 3Q Sales Fair Experienced Continuous Growth Sales Order Book Boost by 24% y-o-y

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### Xtep unveils the “Triple X series”

[9 February 2011, 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) is pleased to report a robust sales order book growth of 24% year-on-year in sales value for its 2011 3Q sales fair.

Order volume for both footwear and apparel products recorded double-digit growth. The average selling prices (“ASP”) of apparel recorded double digit growth, and the ASP for footwear posted single digit growth.

To mark the year of 2011 as a new start and a new frontier for Xtep, the Group hosted a glamorous and thrilling fashion show prior to the opening of 3Q sales fair, with over 3,500 franchises and distributors attended. Xtep also announced a series of new additional sports events sponsorships in 2011 (please refer to the fact sheet below). The event reached its climax when the models paraded with Xtep’s new season fashion sportswear collections, featuring the Triple X series, and concluded with the phenomenal music performances by Xtep brand representatives – Nicholas Tse, Jolin Tsai and Wilber Pan.

The introduction of new triple X series in the 3Q trade fair has reflected that running remains as a key focus of Xtep’s long-term growth strategy. The triple X product series revolves three key elements: *X-control*, *X-balance* and *X-men*. *X-control* and *X-balance* are the innovative technologies adopted by the Group in the production of new series of running shoes that offers elastic insoles designed features. Hence 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, “The results of 2011 Q3 sales fair are in line with our expectation. We believe that the new sports events sponsorships concluded in 2011, such as sponsoring various high-profile running events, will post greater alignments between Xtep and sports, which in turn, further enhancing our brand as a global sports icon.”

### **Fact Sheet of 2011 Sponsorship Events**

<b>Date</b>	<b>Sponsorship Event</b>
20 March 2011	Taipei Freeway Marathon
27 March 2011	China Zheng-Kai International Marathon (Henan, China)
April – November 2011	International Horticultural Exposition 2011 Xi'an China
24 April 2011	2011 Jianzhen International Half Marathon Tournament (Yangzhou, China)
12 August 2011	26th Summer World University Games – Shenzhen, China (U.S.A team and the Great Britain team)
18 December 2011	2011 Fubon Taipei International Marathon

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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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