



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

## **Birmingham City Wins 2011 Carling Cup Final Breaking 48-year Trophy Drought**

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### ***Xtep - First Chinese Sportswear Brand to Triumph at Wembley Stadium***

[1 March 2011, 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 and the official sponsor of English premier league football team Birmingham City Football Club (“Birmingham City” or “BCFC”) is pleased to announce that Xtep became the first Chinese sportswear brand to triumph in the Carling Cup Final after a last-minute winner that gave Birmingham City a stunning 2-1 victory over Arsenal at Wembley Stadium.

Birmingham City ended a 48-year drought by winning its first major trophy since 1963, with a total of 88,855 football fans attended the final and millions of viewers across the globe witnessed the glorious moments through live broadcast and match replays.

Carling Cup is an English football competition played by 92 teams, which included the 20 clubs of the Premier League and the 72 clubs of the Football League. It is one of the three major domestic trophies attainable by English league team. The winner, in this case, Birmingham City gets to qualify for the UEFA Europa League to be played next season.

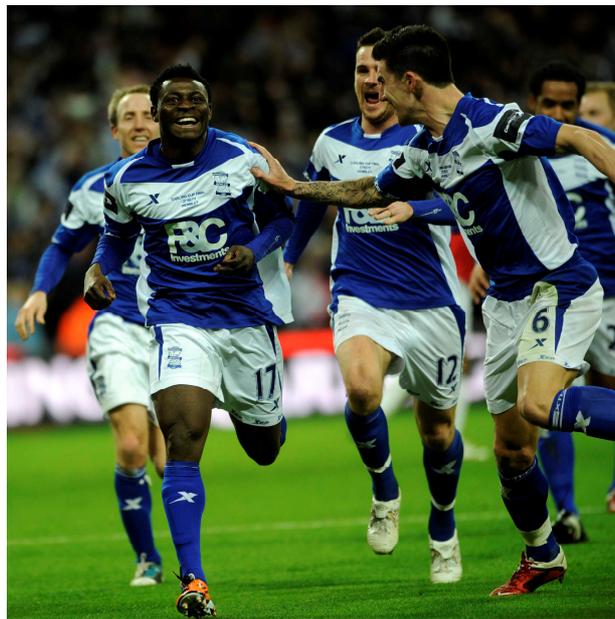
As the sportswear sponsor of Carling Cup winner in one of the most anticipated and thrilling football tournaments in England, Xtep became the first Chinese sportswear brand to be telecasted worldwide from Wembley Stadium. Million of football fans across the globe saw the Xtep logo embedded on BCFC’s jerseys and sports kit. The Xtep brand continues to benefit from the growing publicity and popularity that further enhances its brand image as a global sports icon.

Following Birmingham’s victory, Xtep brand will surely gain continuous exposures as the team progresses to compete in the qualifying rounds of next year’s UEFA Europa League with the Xtep sponsored outfits.

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*BCFC won the 2011 Carling Cup Final at Wembley Stadium*



*Obafemi Martins, scored the winner with Xtep sponsored outfits*

### **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 Havas International Finance Communications Group** for and on behalf of **Xtep International Holdings Limited**. For further information, please contact:

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