

**To: Business Editor  
For Immediate Release**



**Xtep 2011 4Q Sales Fair Posted Strong Order Growth of 24%  
Running Shoes Sales Order Book Boost by 26% y-o-y**

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[5 May 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) successfully concluded its 2011 4Q sales fair in Xiamen City, China in April 2011. The sales order book recorded a strong 24% year-on-year growth in sales value.

The sales fair was tremendously well received and it was attended by over 4,000 distributors and franchisees. The order volume for both apparel and footwear products recorded double-digit growth. The average selling prices ("ASP") of apparel products recorded double-digit growth and the ASP of footwear products recorded high single digit growth.

Running has been the core focus of Xtep. In the 4Q sales fair, running shoes recorded robust sales order growth of 26% year-on-year. Its order volume and the ASP also recorded double-digit growth.

Mr Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "With the continuing thriving economy of China, the demand for sportswear products in second and third-tier cities, which are Xtep's target markets, is increasing significantly, allowing Xtep to post an encouraging order growth this year. The results of the 2011 4Q sales fair are also in line with our expectation. After sponsoring numerous international marathon events early this year, Xtep's image as a professional running brand is strengthened. With the aim of further promoting the brand as a worldwide sport icon, Xtep will also sponsor the U.S.A. Team and the Great Britain Team in the 26th Universiade Shenzhen this year."

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**About Xtep International Holdings Limited**

Xtep International Holdings Limited is listed on the main board of the Hong Kong Stock Exchange. Xtep is the leading domestic fashion sportswear brand in the PRC. The Group principally engages in the design, development, manufacture, sales and marketing of sportswear. The company has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities across 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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