

To: Business Editor
[For Immediate Release]



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

Xtep Launches Products for Urban Series Endorsed by Celebrity Han Geng To Showcase Casual Fashion Style

[30 June 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, announced new launches for its urban product series endorsed by Chinese celebrity Han Geng, the new brand representative of Xtep. The new products will be shown at a 2012 spring sales fair in Xiamen next month.

Xtep has always focused on fashionable sportswear. First launched in the market in autumn 2010, the urban series offers fashion with a casual feel. As casual wear is getting more popular, Xtep decided to better design and promote its urban series to enrich the variety of Xtep brand products.

Han’s youthful and energetic image fits in well with Xtep’s casual wear-focused urban series. He attended a brand representative signing ceremony in Beijing yesterday in the new urban wear. Meanwhile, the selection of “Han Girl” was announced and winner Zhuang Peijun will join Han in a photo shooting for Xtep poster.



Launched in the market in 2010, Xtep's urban series offers fashion with a casual feel. More emphasis will be put on the promotion of this series in the future.



In Xtep's new urban wear, Han posed with "Han Girl" winner Zhuang Peijun.



Han posed with Xtep's Executive Director and Vice President Mr. Ye Qi (right) and Executive Director and Chief Financial Officer Mr. Terry Ho (left) in the launch.



Guests from Han's fan club were invited to the product launch giving positive response.

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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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