

To: Business Editor
For Immediate Release



Xtep 2012 1Q Sales Fair Posted Strong Order Growth of 21%

Launched New Products Series, Including Running Series, Urban Series and Villarreal C.F. Series

* * *

[16 August 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 2012 1Q sales fair in Xiamen City, China in July 2011. The sales order book recorded a strong 21% 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 both footwear and apparel products recorded approximately 8%-10% growth.

The Group launched new products series including running series, urban series, which are endorsed by the Group's new spokesperson Han Geng, and the new football theme related Villarreal C.F. series.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "There were a number of new products that were launched at the 2012 1Q sales fair which were very well received. The results were in line with our expectations. We believe that the new urban series with Han Geng as a spokesperson will further diversify the Group's product portfolio, creating a trendy and fashionable line of clothing aimed at the younger generation, while our Villarreal C.F. themed products will further enrich our football apparel product offerings."

- End -

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:

Xtep International Holdings Limited

Ms. Kelrah Pang Tel: (852) 2152-0813 Email: kelrah.pang@xtep.com.hk
Fax: (852) 2153-0330

Porda Havas International Finance Communications Group

Mr. Ivan Kau Tel: (852) 3150-6778 Email: ivan.kau@pordahavs.com
Ms. Natalie Yung Tel: (852) 3150-6752 Email: natalie.yung@pordahavas.com
Mr. Justin Doone Tel: (852) 3150-6703 Email: justin.doone@pordahavas.com
Fax: (852) 3150 6728