



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

Xtep Appointed an Apparel Partner for Standard Chartered Hong Kong Marathon 2012

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Spreading “Love Running, Love Xtep” Brand Spirit to China, Hong Kong and Taiwan

[4 October 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, today announced that the Company has been appointed the apparel partner of Standard Chartered Hong Kong Marathon 2012. This is the first time in 16 years that the Standard Chartered Hong Kong Marathon has introduced a Mainland sports brand as its apparel partner. Xtep will supply competition apparel for up to 70,000 athletes from around the world in February of next year, and through this high-profile event the “Love Running, Love Xtep” brand spirit will spread through the international metropolis of Hong Kong.

The Standard Chartered Hong Kong Marathon is Hong Kong’s largest marathon, receiving approval from the Hong Kong SAR Government’s Major Sports Events Committee to become a Major Sports Event (‘M’ Mark event), and is one of Asia’s most watched annual sporting events. Since 1997, the number of participants and the scale of the event have been on the rise. Last year’s tournament attracted the participation of long distance runners from more than 70 countries around the world, including China, Taipei, Japan, Singapore, Malaysia, Indonesia, New Zealand, Ethiopia, Kenya, Netherlands, Russia, Ukraine and Poland, etc., the registered participant list filled up within just two weeks. This year the quota has been increased to 70,000 people, breaking all previous records. Heading into its 16th year, the aggregate number of participants has already exceeded 500,000 people, and the prize money for this year’s competition has been increased to USD227,000, successfully promoting this Hong Kong-held marathon to the world. Having reached an agreement, Xtep is appointed the competition’s apparel partner, and will provide the runners with competition apparel, helping them optimize their performance during the run. The event has also attracted many celebrities and well-known artists to participate, and has become a hot topic for media in China, Hong Kong and overseas. The Company is confident that sponsoring this key sporting event in Asia will greatly enhance Xtep’s visibility and credibility.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, "For Xtep to be appointed the first Mainland supplier for this competition to support the development of the marathon, we are very excited and honored. Running sportswear has always been one of the core focuses of Xtep's sports product development, and the Company is enhancing product design and performance to meet the needs of the marathon and fully support the runners. Last year, Xtep sponsored a total of nine marathons organized in Mainland China, and Taiwan; and in the first half of this year, the Company has sponsored five major international marathons. Xtep has further implemented its brand building strategy by participating in the Standard Chartered Hong Kong Marathon. The sponsorship of this premier marathon in Hong Kong symbolizes the recognition of the performance of our running products by runners from China, Hong Kong and Taiwan. We believe the sponsorship will further spread Xtep's "Love Running, Love Xtep" brand spirit, strengthen our leading position in the fashion sportswear industry, and lead Xtep into the international sports arena.

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Xtep is honored to be appointed an apparel partner for Standard Chartered Hong Kong Marathon 2012. Photo of President of competition organizer Hong Kong Amateur Athletic Association, Mr. Moh Ho Chap, Alex (left), with Chairman and Chief Executive Officer of Xtep, Mr. Ding Shui Po (right)

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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