



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

## **Xtep Participates in its First 2012 Standard Chartered Hong Kong Marathon and Expo**

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### ***Increases Brand Exposure to the Hong Kong Public***

[29 January 2012, Hong Kong] **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), the first Chinese fashion sportswear brand to be appointed exclusive Apparel Partner for the 2012 Standard Chartered Hong Kong Marathon, featured its Xtep brand and products at its booths in the Marathon Expo in Hong Kong's Victoria Park from January 28 through 29. At the same time, Xtep also set up a game booth at the venue, allowing public interaction and fun while jointly supporting the sporting event.

Xtep continuously seeks opportunities to enhance the value of its brand by sponsoring different sporting events. This year Xtep displayed a variety of different types and series of running footwear and apparel, allowing the local audience to better understand the Xtep brand and experience the “Love Running, Love Xtep” brand spirit.

To complement the event, Xtep launched the “Xtep Angels” voting competition. From now until midnight February 5, 2012, visitors can vote for their favorite Xtep Angel on the voting page of Xtep's official website ([www.xtep.com.hk](http://www.xtep.com.hk)). The Xtep Angels, wearing the latest Xtep brand's products, visited the company's booths during the event to interact and play games with the public. In addition, the Xtep brand's mascot, “Xtep Baby”, made its debut to take photographs with the audience, creating an enthusiastic atmosphere.

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Group photo of Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep (right 3, upper row), stock commentators and Xtep Angels.

Stock commentators (upper row): Conita Hung (left 1), Kingston Lin (left 2), Matthew Kwok (left 3), Chan Wing Luk (left 4), Francis Kwok (right 2) and Kenny Tang (right 1)

### **About Xtep International Holdings Limited**

The Company was listed on the main board of the Hong Kong Stock Exchange on 3 June 2008. The Xtep brand is the leading fashion sportswear brand in the PRC. The Group is principally engaged in the design, development, manufacture and marketing of sportswear products. The Group has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities in the PRC. For more information about the Group, please visit the Company's website at [www.xtep.com.hk](http://www.xtep.com.hk).

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  
Fax: (852) 2153-0330

Email: [kelrah.pang@xtep.com.hk](mailto:kelrah.pang@xtep.com.hk)

### **Porda Havas International Finance Communications Group**

Mr. Ivan Kau            Tel: (852) 3150-6778  
Ms. Natalie Yung      Tel: (852) 3150-6752  
Mr. Justin Doone      Tel: (852) 3150-6703  
Fax: (852) 3150 6728

Email: [ivan.kau@pordahavas.com](mailto:ivan.kau@pordahavas.com).  
Email: [natalie.yung@pordahavas.com](mailto:natalie.yung@pordahavas.com)  
Email: [justin.doone@pordahavas.com](mailto:justin.doone@pordahavas.com)

博達浩華國際財經傳訊集團

Porda Havas International Finance Communications Group

Units 2009-2018, 20/F, Shul On Centre, 6-8 Harbour Road, Wanchai, HK 香港灣仔港灣道6-8號瑞安中心20樓2009-2018室  
T: (852) 3150 6788 F: (852) 3150 6728

[www.pordahavas.com](http://www.pordahavas.com)