



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

Xtep Joins Hands with 2012 Standard Chartered Hong Kong Marathon Runners

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Promoting the Spirit of Marathons Together

[5 February 2012, Hong Kong] The 2012 Standard Chartered Hong Kong Marathon was successfully held on 5 February 2012. **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), the event’s exclusive Apparel Partner for the first time, joined hands with over 70,000 marathon athletes from around the world in the individual races.

A group of Xtep staff joined other runners along the race route in sportswear, having fun and experiencing the benefits of marathon running while promoting the “Love Running, Love Xtep” brand spirit. Mr. Ding Shui Po, Chairman and Executive Officer of Xtep, fired the starting gun for two Half-Marathon races, and he was also the guest of honor at the prize presentation ceremony of Women's 10km Challenge. The brand’s mascot, “Xtep Baby,” also arrived at the venue to cheer and create a lively atmosphere.



Mr. Ding Shui Po, Chairman and Chief Executive Officer (right) and Mr. Terry Ho, Executive Director and Chief Financial Officer (left) arrived at the venue to cheer the participants.



Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, fired the starting gun for two Half-Marathon races.

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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. The Xtep brand is the leading fashion sportswear brand in the PRC. The Group is principally engaged in the design, development, manufacture, sales and marketing of sportswear. It has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities in 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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