

To: Business Editor  
For Immediate Release



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

**Xtep Chairman Ding Shui Po Increases Stake  
by 3 Million Shares on Three Consecutive Business Days  
at Approximately HK\$10.11 Million  
*Casting Vote of Confidence in the Group's Future Development***

[28 March 2012, Hong Kong] **Xtep International Holdings Limited** ("Xtep" or the "Company" and, together with its subsidiaries, the "Group"; Stock code: 1368), a leading fashion sportswear enterprise in the PRC, announced the share purchases of Mr. Ding Shui Po, its Chairman and Chief Executive Officer. A total of 3 million Shares were purchased on three consecutive business days: 22, 23 and 26 March 2012 at an average price of HK\$3.344, \$3.403 and \$3.389 per Share respectively with a total consideration of approximately HK\$10.11 million. Equity interest of Mr. Ding after the share purchases increased from 60.50% to 60.63%.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "As the Chairman of the Group, I cast my vote of confidence in the future development of the Group by raising my shareholding. Despite the recent volatility of the international capital market and the increasing competitive operating environment in the industry, Xtep, as a leading fashion sportswear enterprise in the PRC, will continue to leverage on its competitive edges and generate promising returns for shareholders."

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**About Xtep International Holdings Limited**

Xtep International Holdings Limited has been listed on the main board of the Hong Kong Stock Exchange since 3 June 2008. Xtep is a leading domestic fashion sportswear brand in the PRC. The Group principally engages in the design, development, manufacture, sales and marketing of sports footwear, apparel and accessories. The Group has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities across the PRC.

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