

To: Business Editor
[For Immediate Release]



Xtep Celebrates “X”ceptional Decade with Rising Power

Chinese Celebrity Guey Lun-mei and World’s Indoor Sprint Champion Justin Gatlin Named New Brand Representatives

Strengthening Brand Representative Family to Enhance Brand Value

[11 April 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 brand in the PRC, carried out its “X”ceptional Decade event on April 10 in Xiamen to celebrate the Group’s 10th anniversary. Meanwhile, Xtep also named Guey Lun-mei, a celebrity in mainland China, Hong Kong and Taiwan, and Justin Gatlin, the new 60-metre indoor sprint world champion, as brand representatives.

“Rising power” was the theme of the “X”ceptional Decade celebration. Xiamen’s Vice Party Secretary Zhong Xingguo, Quanzhou’s vice mayor Fu Chaoyang, International Olympic Committee (Marketing Commission) Chairman Gerhard Heiberg and other important officials and guests were invited, and kicked off the celebration of the Group’s 10th anniversary. Xtep’s brand representatives, including Nicholas Tse, Wilber Pan, Han Geng, Jolin Tsai, Guey Lun-mei and Justin Gatlin also joined the event, celebrating the anniversary with about 6,000 guests.

A renowned female artiste in mainland China, Hong Kong and Taiwan, Guey Lun-mei took part in many idol movies, including “Blue Gate Crossing”, “Secret” and “Sound of Colors”. “The Flying Swords of Dragon Gate”, in which Guey Lun-mei has a leading role, gained nominations of Best Supporting Actress in both Hong Kong Film Awards 2012 and the 6th Asian Film Awards. Justin Gatlin, another new brand representative, is a renowned American sprinter who had excellent performances in many large track and field competitions. He won the men’s 60-metre dash at the 2012 IAAF World Indoor Championships with a personal best of 6.46 seconds, making him the new world’s indoor sprint champion.

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As Xtep’s brand representatives, Guey Lun-mei and Justin Gatlin will endorse Xtep’s new running products and participate in a series of promotions. On the night of the celebration, Xtep also presented several anniversary awards in recognition of brilliant performances of its employees, retailers, suppliers and distributors over the past 10 years. Nicholas Tse, the first brand representative of Xtep, received a 10-year dedication award for his support and contribution to Xtep’s development throughout the decade.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, “In the 10 years since its establishment, Xtep has adhered to its differentiated and dual sports and entertainment marketing strategy as well as its unique fashion sportswear concept, developing Xtep into a preferred brand in the industry. We are very happy to have celebrity Guey Lun-mei and world-class track athlete Justin Gatlin in our family. We believe their respective popularity in sports and entertainment industries as well as their healthy, professional and energetic images will enhance Xtep’s brand image, character and value.”

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Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep delivering a speech at Xtep’s “X”ceptional Decade celebration event.



International Olympic Committee (Marketing Commission) Chairman Gerhard Heiberg delivering a speech at Xtep’s “X”ceptional Decade celebration event.



Nicholas Tse, the brand representative of Xtep, received a 10-year dedication award for his support and contribution to Xtep’s development throughout the decade.

Guey Lun-mei's profile:



Name : Guey Lun-mei

Involved in many films in mainland China, Hong Kong and Taiwan:

- 2002 Blue Gate Crossing
- 2003 Sound of Colors
- 2004 The Passage
- 2007 The Most Distant Course
- 2007 Secret
- 2008 Not All Women Are Bad
- 2008 Parking
- 2010 Ocean Heaven
- 2010 The Stool Pigeon
- 2011 The Flying Swords of Dragon Gate (nominations of "Best Supporting Actress" in both Hong Kong Film Awards 2012 and the 6th Asian Film Awards)
- 2011 Love In Space
- 2011 Starry Starry night
- 2012 GF ◦ BF

Justin Gatlin's profile:



Name: Justin Gatlin

Nationality: U.S.A.

Awards:

2012 IAAF World Indoor Championships 2012 60m gold medalist

2005 10th IAAF World Championships in Athletics 100m gold medalist and 200m gold medalist

USA Outdoor Track & Field Championships 100m gold medalist and 200m gold medalist

2004 28th Olympic Games 100m gold medalist, 200m bronze medalist and 4x100m relay silver medalist

2003 9th IAAF World Indoor Championships 60m gold medalist

USA Indoor Track & Field Championships 60m gold medalist

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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