

To: Business Editor  
[For Immediate Release]



## **Xtep Brand Representative Justin Gatlin Captures Diamond League Men's 100-metre Championship**

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### ***Beats Former World Champion Unleashes Xtep's "Love Running" Brand Manifesto***

[14 May 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 that its new brand representative, U.S. track and field sprinter Justin Gatlin, geared up in his Xtep running outfit, beat Asafa Powell, the former 100-metre world record holder, and won the 100-metre sprint championship at the 2012 IAAF Diamond League in Doha, Qatar, on 11 May 2012, bringing the Xtep logo once again to the international arena.

This competition between the U.S. and Jamaica athletes received a lot of international attention and was Gatlin's first race in the League. Despite strong competition, Gatlin persevered in the final stretch of the race, overtaking defending champion Asafa Powell to win the championship in a time of 9.87 seconds. In April this year, Gatlin was officially signed as a brand representative of Xtep, becoming the Group's first professional runner brand representative.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "As a brand representative of the Group, Gatlin's victory presents significant proof that Xtep's products have earned affirmation from a professional athlete. We anticipate a successful cooperation between Xtep and Gatlin and we wish Gatlin continued success in the upcoming races and look forward to seeing his participation in the London 2012 Olympics to continue to advocate the Group's spirit of "Love Running, Love Xtep".

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*Xtep's new brand representative, U.S. track and field sprinter Justin Gatlin, geared up in his Xtep running outfit, won the 100-metre sprint championship at the 2012 IAAF Diamond League in Doha, Qatar, bringing the Xtep logo once again to the international arena.*

### **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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