

To: Business Editor
[For Immediate Release]



Xtep Brand Representative Justin Gatlin Gains Another Victory

Captures IAAF World Challenge Men's 100-metre Championship in Daegu, South Korea

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Once Again Demonstrating World-wide Recognition of Xtep's Running Products

[18 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, gained another victory yesterday. Gatlin won the men's 100-metre sprint championship at the IAAF World Challenge in Daegu, South Korea, with a time of 9.93 seconds, proving once again that the Group's product quality receives professional athlete recognition on the international stage.

Just last week, Gatlin defeated the former men's 100-metre sprint world recorder holder, Jamaican Asafa Powell, to capture the men's 100-metre sprint championship at the 2012 IAAF Diamond League in Doha, Qatar.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "I am delighted to hear the news of Gatlin winning another international championship. The Olympics are about to commence, and I look forward to seeing success from Gatlin at future events and at the Olympics. Gatlin's outstanding performance illustrates the superb quality of Xtep's running products, which can help professional athletes maximize their potential at world-class professional events. The Group is also looking forward to Gatlin's future series of promotional activities for Xtep, which will allow Xtep to achieve higher market share and become the number one choice for Chinese runners."

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Xtep's new brand representative, U.S. track and field sprinter Justin Gatlin, geared up in his Xtep running outfit, gained another victory. Gatlin won the 100-metre sprint championship at the IAAF World Challenge in Daegu, South Korea and once again demonstrating the world-wide recognition of Xtep running products.

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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