

To: Financial Editor
【For Immediate Release】



Xtep Re-appointed as an Apparel Partner for Standard Chartered Hong Kong Marathon for Second Consecutive Year

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Spreading The “Love Running, Love Xtep” Brand Spirit

[26 September 2012, Hong Kong] – Xtep International Holdings Limited (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), a leading fashion sportswear enterprise in the PRC, today announced that the Company has been re-appointed as the apparel partner of Standard Chartered Hong Kong Marathon 2013 (the “Event”). Xtep is the only Chinese sportswear brand chosen to be the apparel partner over the 17-year history of the Event. Xtep will supply competition apparel for about 72,000 athletes from around the world in February of next year, and through this high-profile event continue to spread the “Love Running, Love Xtep” brand spirit.

Heading into its 17th year, the Event is Hong Kong’s largest marathon and has been awarded “Silver Label Road Race” by the International Association of Athletics Federations (IAAF) for the first time. Being one of Asia’s most watched annual sporting events, it has received approval from the Hong Kong SAR Government as a “Brand HK” activity and from the Major Sports Events Committee as a Major Sports Event (‘M’ Mark sporting event). Since 1997, the number of participants and the scale of the event have been on the rise. Last year’s tournament attracted the participation of long distance runners from more than 70 countries around the world, including Mainland China, Taipei, Japan, Singapore, Malaysia, Indonesia, New Zealand, Ethiopia, Kenya, Netherlands, Russia, Ukraine and Poland, etc., the registered participant list filled up within just two weeks. This year the quota has been increased to 72,000 people, breaking all previous records, and the prize money for this year’s competition has been increased to USD258,400, successfully promoting this Hong Kong-held marathon to the world. Having reached another partnership agreement, Xtep is re-appointed as the competition’s apparel partner, and will provide the runners with competition apparel, helping them optimize their performance during the run. The event has also attracted many celebrities and well-known artists to participate, and has become a hot topic for local and overseas media. The Company is confident that sponsoring this key sporting event in Asia will greatly enhance Xtep’s visibility and credibility.

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Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, "Xtep is very excited and honored to be re-appointed as the apparel partner for this competition to support the development of the marathon. Running sportswear has always been one of the core focuses of Xtep's sports product development, and the Company has been enhancing our product design and performance to meet the needs of the marathon and fully support the runners. Last year, Xtep sponsored a total of nine marathons organized in Mainland China and Taiwan; and in the first half of this year, the Company has sponsored six major international marathons. Xtep has further implemented its brand building strategy by participating in the Event for the second consecutive year. The sponsorship of this premier marathon in Hong Kong symbolizes the recognition of the performance of our running products by runners from all over the world. We believe the sponsorship will further spread Xtep's "Love Running, Love Xtep" brand spirit, strengthen our leading position in the fashion sportswear industry, and lead Xtep into the international sports arena."

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Xtep is honored to be re-appointed an apparel partner for Standard Chartered Hong Kong Marathon 2013. Photo of Chairman of competition organizer Hong Kong Amateur Athletic Association, Mr. Kwan Kee (left), with Executive Director and Chief Financial Officer of Xtep, Mr. Terry Ho (right).

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.

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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