



Xtep Named Official Uniform Sponsor of HKU Marathon Team For Standard Chartered Hong Kong Marathon 2013

[Hong Kong, January 27, 2013] – **Xtep International Holdings Limited** (HKSE stock code: 1368) (“Xtep” or “the Company”), a leading fashion sportswear enterprise in the PRC, was named the official uniform sponsor of the Marathon Team of The University of Hong Kong in 2013 (“HKU Marathon Team”), jointly promoting marathon running as a healthy and enjoyable sport in Hong Kong. Xtep will provide all runners, cheering teams and working parties of the HKU Marathon Team with a uniform to be worn at the Standard Chartered Hong Kong Marathon 2013 (the “Marathon”) on February 24, 2013. This is the second year in a row that Xtep has been appointed the official apparel sponsor of the Standard Chartered Hong Kong Marathon. Xtep is the first Chinese fashion sportswear brand to be appointed as the exclusive apparel sponsor for this mega sporting event.

Mr. Ding Shui Po, Chairman and CEO of Xtep said, “Xtep is honored to be the uniform sponsor of the HKU Marathon Team, which is one of the most established tertiary education institution marathon teams in Hong Kong. Running has been Xtep’s core sport category, and marathons are the best way to demonstrate the dynamics of running. Both Xtep and the HKU Marathon Team share the belief that running helps nurture physical fitness and harness a strong mind with high perseverance. We will join hands together to call for participation in this Marathon, promoting the marathon running event as an energetic and joyful party for the runners. This sponsorship will bring the Xtep brand a step closer to a group of elites in Hong Kong. We look forward to fostering further cooperation with the HKU Marathon Team to jointly promote this healthy sport.”

Xtep is dedicated to offering sports apparel and footwear products that combine fashionable design with high functional qualities. It has chosen the X-light 100 fabric, an ultra light, quick dry and breathable sports fabric, for the HKU Marathon Team uniform this year to ensure all runners, cheering and support team members have the highest level of comfort.

Xtep has been the sporting partner of international marathons in over ten major cities in Mainland China, Taiwan and Hong Kong, promoting the “Run with Fun” spirit that encourages community-wide participation. It is the only PRC home-grown sports apparel player with such a strong presence in marathon events across the three regions. With the brand slogan of “Love Running, Love Xtep” promoting its core product category and spirit of running, Xtep has successfully broadened its brand awareness and gained market recognition through such partnerships.

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International marathons sponsored by Xtep:

City	Date	Name of Marathon
Hangzhou, PRC	Nov 18, 2012	Hangzhou International Marathon (杭州國際馬拉松)
Guangzhou, PRC	Nov 18, 2012	Guangzhou Marathon (廣州馬拉松)
Xi'an, PRC	Nov 3, 2012	Xi'an City Wall International Marathon (西安城牆國際馬拉松)
Tianjin, PRC	May 26, 2012	Tianjin International Marathon (天津國際馬拉松)
Dalian, PRC	May 12, 2012	Dalian International Marathon (大連國際馬拉松)
Yanzhou, PRC	Apr 29, 2012	China Yangzhou Jianzhen International Half Marathon (中國揚州鑒真國際半程馬拉松)
Zhengzhou, PRC	Apr 8, 2012	China Zheng-Kai International Marathon (中國鄭開國際馬拉松賽)
Hong Kong, PRC	Feb 5, 2012	Standard Chartered Hong Kong Marathon 2012 (渣打香港馬拉松)
Xiamen, PRC	Jan 7, 2012	Xiamen International Marathon (廈門國際馬拉松)
Taipei, Taiwan	Dec 18, 2011	Taipei Marathon (台北馬拉松)
Lhasa, PRC	Sep 10, 2011	Lhasa International Half Marathon (拉薩國際半程馬拉松)
Taipei, Taiwan	Mar 20, 2011	Taipei Expressway Marathon (台北國道馬拉松)

About Xtep International Holdings Limited (HKSE stock code: 1368)

Listed on June 3, 2008 on the Main Board of the Hong Kong Stock Exchange, Xtep International Holdings Limited is a leading domestic fashion sportswear brand in the PRC. It is principally engaged in the design, development, manufacturing, sales and marketing of sports footwear, apparel and accessories. Xtep boasts an extensive distribution network of over 7,000 stores nationwide covering 31 provinces, autonomous regions and municipalities across the PRC.

For more information, please visit Xtep's corporate website: www.xtep.com.hk

About the HKU Marathon Team

Initiated by a group of alumni, the HKU Marathon Team was the first local tertiary institution marathon team to participate in the Standard Chartered Hong Kong Marathon. Its objective is to encourage members of The University of Hong Kong to participate in the sport of running as an activity that trains not only one's physical fitness but also one's mind, particularly for endurance and perseverance. Since 2006, over 7,300 members of the University have joined the HKU Marathon Team. And, it has been one of the winners of "The Most Supportive Group Award" of the Standard Chartered Hong Kong Marathon since 2006.

For more information, please visit: www.marathon.hku.hk

Issued by Cornerstones Communications Ltd. on behalf of Xtep International Holdings Limited and the HKU Marathon Team. For further information, please contact:

Cornerstones Communications Ltd

Ms. Prudence Lai

Tel: (852) 2905 3113 / 9465 3856

Email: prudence.lai@cornerstonescom.com

Ms. Sharis Siu

Tel: (852) 2905 3110 / 9316 8576

Email: sharis.siu@cornerstonescom.com

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