

Attn : Finance/ Sports Editor
[For Immediate Release]



**Xtep Sole Sponsor of the 12th National Games
Debuts Tailor-Designed Outfits for 14 Delegation Teams**

**Launches “Love Sports, Everyone is Xman” Campaign
Alongside “From Gold Medal to Green Path” Initiative**

11 August, 2013, Hong Kong — Leading PRC fashion sportswear enterprise, **Xtep International Holdings Limited** (“Xtep” or the “Company” and, together with its subsidiaries, the “Group”) (Stock code: 1368) held Xtep’s 12th National Games Strategy Press Conference at Beijing’s Jingyuan Art Centre on 6 August, 2013. Honorable guests included Mr. Xu Han, Deputy Director of Liaoning Provincial Sports Bureau and Vice Minister of Finance and Market Development Division of the 12th National Games Organizing Committee, Mr. Ye Qi, Executive Director of the Group and Senior Vice President of Xtep (China) Co., Ltd., Mr. Song Jianhong, Vice President of Brand Development of Xtep (China) Co., Ltd., Mr. Zhao Junzhe, the 12th National Games Ambassador and prestigious Chinese football player, together with sports superstars, such as Mr. Zhong Man, the men’s individual sabre fencing champion at the 2008 Beijing Olympic Games, Mr. Pang Wei, gold medalist at the men’s 10-meter air pistol event at the 2008 Beijing Olympic Games and Mr. Teng Haibin, the men’s pommel horse champion at the 2004 Athens Olympic Games, all attended the press conference during which Xtep debuted its tailor-designed outfits for the 12th National Games and for 14 delegation teams.

At the press conference, Xtep also officially kicked off the “From Gold Medal to Green Path” campaign, as part of a nationwide public fitness initiative. According to the campaign, Xtep will sponsor local sports bureaus to build public running tracks (“Green Paths”) if the 14 sponsored delegation teams beat the previous record in terms of the total number of gold medals won, so as to promote the concept of public fitness in China. The initiative echoes Xtep’s slogan of “Love Sports, Everyone is Xman” for the 12th National Games and extends sports enthusiasm from the stadium to the public, motivating public participation in sports and promoting fashionable and healthy lifestyles to people who are fond of exercise, thus enhancing national fitness.

The National Games are among the highest level of their kind as well as the largest scale in the country, and are seen as a premium integrated sporting event in China, held every four years since the first National Games hosted in Beijing in 1959. The 12th National Games will take place in Liaoning Province from 31 August to 12 September, 2013. A total of 38 delegation teams will join the competition on a national stage, demonstrating the best efforts of participants to set new national or even world records.

For the third consecutive time, Xtep is honored to be the sole apparel sponsor of the National Games since the tenth National Games in Jiangsu Province in 2005, thus breaking the monopoly of international brands on sponsorships of top national sports events. Meanwhile, Xtep lays a solid foundation to become the leading fashion sportswear brand in the PRC. The Company has achieved many “firsts” in brand marketing among national peers and has significantly enhanced its position regarding regional sales, regional reputation and brand awareness.

Being once again appointed as the sole apparel partner of the 12th National Games Organizing Committee is a great honor for Xtep. Apart from providing custom designed outfits for the Games’ officials, torch relay members, escort runners, judges and volunteers etc., Xtep will also develop outfits for 14 delegation teams including the delegation team from Liaoning (the host city), Jiangsu (the host city for the tenth National Games), Beijing, Tianjin (upcoming 13th National Games host city), Guangdong, Zhejiang, Hunan, Hubei, Henan, Hebei, Guizhou, Fujian and HKSAR, as well as the China’s military delegation team. Xtep has incorporated each city’s culture and characteristics into the sportswear design, which include match and medalist apparel and shoes, windbreakers, T-shirts, caps and backpacks etc., to fully assist them in achieving outstanding performance.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, “As a leading fashion sportswear enterprise in the PRC, Xtep is committed to promoting the development of Chinese sports. As the largest premium sporting event in China, the National Games not only provide a platform for athletes to bring their potential into full play, but also ignite public enthusiasm for sports via widespread media coverage. This works in line with Xtep’s brand strategy as we position ourselves as a fashion sportswear brand and also emphasize wide public participation so as to promote the idea of public fitness. During the 13-day event, the “Xtep” trademark will be prominently displayed everywhere. Performers in the opening ceremony, torchbearers, reporters, judges and volunteers taking part at competition venues will all be wearing Xtep brand apparel. I eagerly look forward to the opening ceremony, and wish to witness the moment when the National Games and Xtep join hands to achieve splendid achievements.”

At the press conference, **Mr. Xu Han, Deputy Director of Liaoning Provincial Sports Bureau and Vice Minister of Finance and Market Development Division of the 12th National Games Organizing Committee**, expressed gratitude and congratulations to Xtep, saying, “China has been supporting the development of national enterprises. We are delighted to partner with Xtep, a leading national sportswear enterprise, for the third consecutive time in order to create a magnificent national sporting event for sports enthusiasts and people who pursue healthy lifestyles. I believe that with the support of Xtep’s professional sportswear and equipment, elite athletes from all over the country will create more legends and countless exciting moments.

[Photo Caption]



Picture 1: Xtep holds the 12th National Games Strategy Press Conference in Beijing; Launches “Love Sports, Everyone is Xman” Campaign to promote public fitness initiatives.



Picture 2: Mr. Ye Qi, Executive Director of the Group and Senior Vice President of Xtep (China) Co., Ltd., announces a series of overall marketing strategies for the 12th National Games which will foster public fitness development as well as drive the products’ sales and the Xtep brand image in various regions; thereby significantly boosting Xtep’s brand reputation.

