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BIRMINGHAM INTERNATIONAL HOLDINGS LIMITED **伯明翰環球控股有限公司**

(formerly known as Grandtop International Holdings Limited 泓鋒國際控股有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2309)

Financial Adviser to Birmingham International Holdings Limited



KINGSTON CORPORATE FINANCE LIMITED

ANNOUNCEMENT AND RESUMPTION OF TRADING

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board announces that on 14 January 2010 (after trading hours), Birmingham HK had entered into the Sponsorship and Cooperation Agreement and the Advertising Agreement in relation to the sponsorship to be received by the Group from Xtep HK, the cooperation in manufacturing and selling of the “BCFC-Xtep” branded sportswear in the Territory and the joint promotion of the “BCFC-Xtep” branded sportswear in the Territory during the 5 years’ match seasons from August 2010 to May 2015.

At the request of the Company, trading in the Shares on the Stock Exchange has been suspended with effect from 9:30 a.m. on 15 January 2010 pending the release of this announcement. An application has been made by the Company to the Stock Exchange for the resumption of trading in the Shares on the Stock Exchange from 2:30 p.m. on 18 January 2010.

This announcement is made by Birmingham International Holdings Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors of the Company (the “**Board**”) announces that on 14 January 2010 (after trading hours), Birmingham (Hong Kong) Limited (“**Birmingham HK**”), a wholly-owned subsidiary of the Company, had entered into a sponsorship and cooperation agreement (the “**Sponsorship and**

Cooperation Agreement”) and an advertising agreement (the **“Advertising Agreement”**) with Xtep (Hong Kong) Enterprise Limited (**“Xtep HK”**), a wholly-owned subsidiary of Xtep International Holdings Limited, a company incorporated in the Cayman Islands and the shares of which are listed on the Main Board of The Stock Exchange of Hong Kong Limited (stock code: 1368).

Under the Sponsorship and Cooperation Agreement, Xtep HK agrees to pay to the Company and its subsidiaries (the **“Group”**) a sponsorship fee in aggregate amount of HK\$90,000,000 and supply to the Group HK\$10,000,000 net worth (i.e. HK\$2,000,000 during each of the 5 years’ match seasons) of sportswear bearing the **“BCFC-Xtep”** logo during the 5 years’ match seasons from August 2010 to May 2015. Xtep HK agrees to pay an extra amount in the range of HK\$800,000 to HK\$5,000,000 if Birmingham City Football Club Plc. (**“BCFC”**), a non wholly-owned subsidiary of the Company, wins or plays in the finalist of The Championship (second highest division), Premier League, FA Cup, League Cup or UEFA Cup.

In consideration for the sponsorship, Birmingham HK shall: (a) procure BCFC football players and staff to wear sportswear bearing the **“Xtep”** logo during football matches, training sessions or other football-related activities; (b) reserve no less than eight billboards in St. Andrew’s Stadium for Xtep HK to promote the **“Xtep”** branded sportswear; and (c) arrange the BCFC football players to visit and promote the **“BCFC-Xtep”** branded sportswear in Mainland China.

Under the Sponsorship and Cooperation Agreement commencing from August 2010, Xtep HK will be appointed as the sole and exclusive sports products supplier of the **“BCFC-Xtep”** branded sportswear in the territories including, inter alia, the United Kingdom and the People’s Republic of China including Hong Kong (the **“Territory”**) as well as a sole and exclusive advertising and promotional partner of **“BCFC-Xtep”** branded sportswear in the Territory. Xtep HK shall be responsible for designing and manufacturing the **“BCFC-Xtep”** branded sportswear as well as using its sales, distribution and retail networks to sell, market and promote the **“BCFC-Xtep”** branded sportswear in the Territory. The Group shall grant or procure there be granted to Xtep HK a licence to use the **“BCFC”** logo for manufacturing the **“BCFC-Xtep”** branded sportswear and in consideration of which Xtep HK shall pay to the Group a royalty calculated at a certain percentage to be determined based on the performance of BCFC in Premier League or UEFA Cup and by reference to the aggregate amount of the net sales price of the **“BCFC-Xtep”** branded sportswear sold.

Birmingham HK shall assist Xtep HK to promote the **“BCFC-Xtep”** branded sportswear including supplying certain quantities of the **“BCFC-Xtep”** branded sportswear bearing the signatures of BCFC football players and allowing Xtep HK to promote the **“BCFC-Xtep”** branded sportswear in all the promotional materials of BCFC. Subject to certain sales figures of **“BCFC-Xtep”** branded sportswear having been achieved, Birmingham HK and Xtep HK have agreed to form a joint venture company to sell the **“BCFC-Xtep”** branded sportswear in the Territory. Further announcement on the establishment of the joint venture company will be made by Birmingham HK and Xtep HK as and when appropriate.

Xtep Group continued to expand the retail network profile. As of 30 June 2009, the Xtep Group had a total of 5,405 retail outlets for Xtep brand and a total of 464 retail outlets for other brands in Mainland China through its network. The turnover of Xtep Group for the period ended 30 June 2009 was approximately RMB1,677 million. Entering into the Sponsorship and Cooperation Agreement will be beneficial to the Group in increasing its revenue as Xtep possesses an extensive retail network and sizeable turnover.

Pursuant to the Advertising Agreement, Birmingham HK has agreed to jointly promote the “BCFC-Xtep” branded sportswear in the Territory with Xtep HK during the 5 years’ match seasons from August 2010 to May 2015.

At the request of the Company, trading in the shares of the Company (the “**Shares**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) has been suspended with effect from 9:30 a.m. on 15 January 2010 pending the release of this announcement. An application has been made by the Company to the Stock Exchange for the resumption of trading in the Shares on the Stock Exchange from 2:30 p.m. on 18 January 2010.

By Order of the Board
Birmingham International Holdings Limited
Hui Ho Luek, Vico
Executive Director and Chief Executive Officer

Hong Kong, 18 January 2010

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ka Sing, Carson, Mr. Hui Ho Luek, Vico, Mr. Steven McManaman, Mr. Lee Yiu Tung, Mr. Ip Wing Lun and Ms. Wong Po Ling, Pauline, the non-executive directors are Mr. Christian Lali Karembou and Mr. Chan Wai Keung and the independent non-executive directors are Mr. Chang Kin Man, Mr. Yau Yan Ming, Raymond and Mr. Zhou Han Ping.