



特步國際控股有限公司

**Xtep International Holdings Limited**

## **Xtep Achieved Encouraging Results in 2009 Spring Sales Fair “Be Myself” Fashion Parade Showcase Stylish Sports Trends**

[7 August 2008, Hong Kong] – Held by **Xtep International Holdings Limited** ( “Xtep International” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368), a leading fashion sportswear enterprise in the PRC, the 2009 Spring Sales Fair (“Sales Fair”) at Xiamen International Conference and Exhibition Center was concluded with resounding success. The Sales Fair received positive feedbacks with an increase of 40% in new orders as compared to the same event of last year.

Showcasing Xtep’s latest 2009 Spring collections, the 3-day Sales Fair was taken place from 26-28 July 2008 with over 3,000 nationwide distributors attended. A fashion parade under the theme “Be Myself” marked the grand opening of the Sales Fair with models presenting Xtep’s fashionable sportswear for spring 2009. The new collections are presented in five theme-oriented series with unique style and flair, namely “Miami Series”, “City Forest Series”, “Colourful Football Series” and “Tennis Series” and “Integrated Training Series”, spotlighting Xtep’s core brand essences of freedom, individuality and dynamics. The catwalk show interlaced with street dance performances, further conveying the glamorous sense of fashionable sports.

For the coming spring collections, Xtep International plans to launch nearly 500 new sportswear designs, including 241 different footwear designs in 889 colour schemes and 219 different apparel designs in 697 colour schemes during December 2008 and January 2009. The 2009 spring footwear collection continues to demonstrate the innovative yet distinctive design and technology, while strengthening its shock resistance and light-weight features. The collections also include limited edition footwear with its design inspired by the style of Xtep brand’s image and brand representatives. For apparel, the five theme-oriented collections combined the quintessence of sports performances, fashion trends and a carefree style with the ingenious use of lines, patterns and colours, parading a touch of sports chic and comfort. For instance, the Soccer Collection featured a palette of bright colours like red, white and blue, and soccer-related design elements, generating strong visual effects and energizing with youthful vigor.



### **About Xtep International Holdings Limited**

Listed on the main board of the Hong Kong Stock Exchange on 3 June 2008, Xtep International is the leading fashion sportswear enterprise in the PRC. The Group principally engaged in the design, development, manufacture and marketing of sportswear and sold under the Xtep brand, Disney Sport brand and the Koling brand. The Group has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities in the PRC.