



特步國際控股有限公司
Xtep International Holdings Limited

**Chairman of Xtep Increases Stakes by 3.5 Million Shares
at HK\$ 4.52 Million
Demonstrates Management's Confidence in Its Future Business**

[22 October 2008, Hong Kong] Xtep International Holdings Limited, a leading fashion sportswear enterprise in the PRC ("Xtep" or the "Company", together with its subsidiaries the "Group", stock code: 1368) announced the share purchases of Mr. Ding Shui Po, its Chairman and Chief Executive Officer. 3.5 million shares were purchased on 17, 20 and 21 October 2008 at an average price of HK \$1.309, \$1.307 and \$1.250 per share respectively with a total consideration of HK \$4.52 million. Equity interest of Mr. Ding after the share purchases increased from 64.5% to 64.62%.

Mr. Ding said, "With the booming sportswear market in the PRC, together with the favoring policies towards domestic demand introduced by the PRC Government, I am confident in the future development of Xtep. The Group's unique fashion sports marketing strategy consolidated its leading position in the industry. As the forerunner in the fashion sportswear industry, the Group possessed the reputable Xtep brand and extensive clientele. Through opening flagship stores, launching exclusive products and exploring extensive sales network, Xtep will continue to seize market opportunities of the second- and third-tier cities to reach new heights."

About Xtep International Holdings Limited

Xtep is a leading domestic fashion sportswear enterprise in the PRC, which is primarily engaged in the design, development, manufacture and marketing of sportswear, including footwear, apparel and accessory products, sold under the Xtep brand, the Disney Sport brand and the Koling brand. The Group distributes their branded products through a nationwide distribution network covering all 31 provinces, autonomous regions and municipalities in the PRC. Xtep has its own production facilities in Quanzhou, Fujian province, with the capacity of more than 11 million pairs of shoes and 1 million apparel products per annum.