



The 4th Tibet Half Marathon Challenge Closes with a Bang

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Xtep Conquers the Roof of the World

[26 August 2009, Hong Kong] - The 4th Tibet Half Marathon Challenge presented by Xtep International Holdings Limited, ("Xtep" or the "Company", together with its subsidiaries the "Group", stock code: 1368), a leading fashion sportswear enterprise in the PRC, closed in Lhasa, the capital of Tibet on 25 August 2009. On their sportswear items sponsored by Xtep, over 2,000 marathon runners competed in the city known as "the roof of the world", bringing the Xtep brand status to new heights.

The Marathon Challenge was jointly organized by China Athletic Association (中國田徑協會) · Sports Development Bureau of the Tibet Autonomous Region (西藏自治區體育局), and the Lhasa Peoples Government (拉薩市人民政府). It set the record as the marathon held in the city of highest altitude. Runners had to finish 21 km of running on a high plateau at an altitude of 3,650 meters. Xtep, being the official sponsor, provided athletes and government leaders at the event with the necessary attire including outfits, footwear, caps, wristband, etc. With the theme "Live it out, cheer it up" (「張揚生命·喝彩生命」), the event is a perfect match with Xtep brand which promotes the spirits of "Goodbye to traditions", "Unlimited breakthrough", "Conquer the unknown", etc. that promote a positive living attitude. The event proved to be a useful platform for the Group to reach out to a new consumer group via this sponsorship.

In addition to the Tibet Half-Marathon, Xtep has also sponsored other running events and fostered alliances for brand promotion. Some of these events include the Xiamen International Marathon, National Healthy Run, Xi'an Great Wall Marathon, etc. The Group has also sponsored major regional marathons in different cities throughout the nation. Its unique strategy of integrating sports and fashion elements enables the Group to promote sporting activities and at the same time convey its brand values of being energetic, youthful, and trendy.

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About Xtep International Holdings Limited

The Company is listed on the main board of the Hong Kong Stock Exchange. The Xtep brand is the leading fashion sportswear brand in the PRC and primarily engaged in the design, development, manufacture and marketing of sportswear products. The Group has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities in the PRC.

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