

[For Immediate Release]



Xtep announces “*Disney Sport*” expansion plans New flagship stores in Hong Kong and Shanghai

[16 November 2009, Hong Kong] – China’s leading fashion sportswear enterprise **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries, the “Group”, stock code: 1368) today announced plans to accelerate the growth of the “*Disney Sport*” brand in Greater China. Two “*Disney Sport*” flagship stores will be opened in Hong Kong and Shanghai, two of the most vibrant cities which will be springboards for the Group to extend its geographical reach and market presence.

The Group obtained the licensing rights of the “*Disney Sport*” brand in the PRC in 2006. Ever since then the brand has seen rapid growth in network expansion and market status. Currently, there are over 400 “*Disney Sport*” points of sale in the PRC.

Xtep Chairman and Chief Executive Officer **Mr. Ding Shui Po** said, “We have strengthened our cooperation with Disney Consumer Products by entering into a further agreement in August 2009 which extended our cooperation for the “*Disney Sport*” brand from the PRC to Hong Kong, Taiwan and Macau. We have also entered into a preliminary agreement to cover 21 more countries in Emerging Markets.”

Xtep has already opened two points of sales at Citistores in Tsuen Wan and Ma On Shan in Hong Kong earlier this year as scheduled. The first “*Disney Sport*” flagship store at Telford Plaza in Hong Kong opened on 14 November 2009, while the Shanghai flagship store is scheduled to open in the first half of 2010.

“Xtep aims to become an international multi-brand sportswear brand operator. As one of the largest Disney Consumer Products licensees in Greater China, we will develop a new revenue stream and as solid revenue base, injecting new growth dynamics to our business development,” Mr. Ding concluded.

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About Xtep International Holdings Limited

Xtep is a leading domestic fashion sportswear enterprise in the PRC, listing in Hong Kong Exchanges and Clearing Limited, which is primarily engaged in the design, development, manufacture and marketing of sportswear, including footwear, apparel and accessory products. The Group distributes their branded products through a national wide distribution network covering all 31 provinces, autonomous regions and municipalities in the PRC.

The news is published by Porda International (Finance) PR Group on behalf of **Xtep International Holdings Limited**. Should there be any enquiries, please contact:

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