

[For Immediate Release]



Xtep Signs New Agreement with Disney Consumer Products

[23 February 2010, Hong Kong] - Leading PRC fashion sportswear enterprise - **Xtep International Holdings Limited** has been granted a non-exclusive license from Disney Consumer Products to design, manufacture, distribute and sell *Disney Sport* apparel, footwear and accessories in 21 countries including, Southeast Asia, the Middle East and Central Europe.

- End -



About Xtep International Holdings Limited

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

Issued by Porda International (Finance) PR Group for and on behalf of **Xtep International Holdings Limited**. For further information, please contact:

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