



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

Xtep Cup – Hong Kong League XI • Birmingham City Invitation Match
Birmingham City Football Club Arrival Press Conference

[15 July 2010, Hong Kong] – **Xtep International Holdings Limited** (“Xtep”, stock code: 1368), China’s leading fashion sportswear enterprise and the title sponsor of “Xtep Cup - Hong Kong League XI • Birmingham City Invitation Match”, announced the friendly game will be held at the Hong Kong Stadium on 18 July 2010 (Sunday) at 3:00pm. Birmingham City Football Club (“Birmingham City”) is a leading English Premier League team (EPL) which includes prominent players like Nikola Zigic, the Serbian International who had just participated in the World Cup, Benjamin Foster who was previously with Manchester United, Lee Bowyer and Barry Ferguson. They arrived in Hong Kong today and joined Xtep to meet local football fans at a press conference.

Birmingham City team manager Alexander McLeish expressed during the press conference that he hoped the Hong Kong friendly game can prepare his team for the upcoming EPL season which commences in mid August. They hope to better the previous 9th place achieved in last season. Mr. Tsang Wai Chung, the head coach of the HK League XI, is looking forward to the 18 July game and he believes the audience will enjoy a brilliant and exciting performance.

Mr. Terry Ho, Executive Director and Chief Financial Officer of Xtep, said, “Birmingham City players will play in the new “Xtep-Birmingham” outfits in the upcoming season, as Xtep is the kit sponsor for the team’s football outfits for matches and training sessions. Birmingham City will play against the HK League XI in the new outfits in the “Xtep Cup - Hong Kong League XI • Birmingham City” game. This being the debut stop of its China tour which will see the team playing later in Beijing and Shenyang. We believe both teams will devote all their best to participate in a brilliant, intense and exciting game, thus contributing to the development of the Hong Kong football scene.”



Mr Terry Ho, Executive Director and Chief Financial Officer of Xtep International Holdings Limited, presented a jersey to Mr. Leung Hung Tak, Brian, Chairman of the Hong Kong Football Association

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About Xtep International Holdings Limited

Xtep International Holdings Limited is listed on June 3, 2008 on the main board of the Hong Kong Stock Exchange. Xtep is the leading fashion sportswear brand in the PRC. The Group principally engages in the design, development, manufacture, sales and marketing of sportswear. The company has developed an extensive nationwide distribution network covering 31 provinces, autonomous regions and municipalities across 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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