

**Press Release  
For Immediate Release**



## **Xtep Unveils Key International Sporting Sponsorships for 2011**

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### **Continues to Develop Xtep Brand as a Global Sports Icon**

[10 January 2011, Hong Kong] - The leading fashion sportswear enterprise in the PRC, **Xtep International Holdings Limited** (“Xtep” or the “Company”, together with its subsidiaries the “Group”, stock code: 1368) has signed key sponsorship agreements in various international sporting events for the year ahead.

As a long time supporter of marathon events in the Greater China region, Xtep continued to promote and foster the development of such sport through its active involvement in the sponsorships of international marathons held in China and Taiwan in 2011. Xtep is the sole title sponsor and sole sportswear products sponsor of the China Zheng-Kai International Marathon (Henan, China); the official partner and sole sportswear products sponsor of the Jianzhen International Half Marathon Tournament (Yangzhou, China); and the official partners and sole sports products sponsors for both Taipei International Marathon and Taipei Freeway Marathon. This has enabled Xtep to reinforce its core value of “Love Running, Love Xtep” and continue to establish running as a key direction of sports marketing.

The year of 2011 has also prompted to be a new start as well as a new frontier for Xtep, the Company has become the official partner and sole award-winning sportswear sponsor of the U.S.A Team; and the sole sports products sponsor of the Great Britain Team in the 26<sup>th</sup> World University Games taking place in Shenzhen, China in 2011. Moreover, Xtep is also named as the official partner and sole sports products sponsor of Chinese Synchro Team.

Mr Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, “We feel excited and honored to have been able to continue in supporting the sports development through our active involvement in sponsoring various international sporting events across the Greater China Region in 2011. We believed the series of new sponsorships will enhance the value of our brand and further strengthen our leading position in the fashion sportswear segment within the industry.”

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### **Fact Sheet of 2011 Sponsorship Events**

<b>Date</b>	<b>Sponsorship Event</b>
20 March 2011	Taipei Freeway Marathon
27 March 2011	China Zheng-Kai International Marathon (Henan, China)
April – November 2011	International Horticultural Exposition 2011 Xi'an China
24 April 2011	2011 Jianzhen International Half Marathon Tournament (Yangzhou, China)
12 Aug 2011	26th Summer World University Games – Shenzhen, China
18 December 2011	2011 Fubon Taipei International Marathon

### **About Xtep International Holdings Limited**

Xtep International Holdings Limited successfully listed on the Main Board of the Stock Exchange of Hong Kong Limited on 3 June 2008 with the stock code 1368. 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 products. 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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