

**To: Business Editor
For Immediate Release**



**Xtep Names Chinese Celebrity Han Geng as Brand Representative
*Strengthen Brand Representative Family to Further Enhance Brand Equity***

[29 June 2011, Hong Kong] **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, announced to name Chinese celebrity Han Geng as its brand representative under a two-year contract for its urban product series.

The signing ceremony was held today in Beijing. Han is the fourth Xtep’s brand representative following Nicholas Tse, Jolin Tsai and Wilber Pan. Through various popular promotional activities with Xtep as well as coverage of his music and movies by the internet and all kinds of media, Han will help increase the public awareness of the Xtep brand.

Han was previously the only Chinese member of Super Junior, a South Korean popular singing band which is renowned across Asia. “Sorry, Sorry” is Super Junior’s most popular song among all of the band’s works which were well received. The song went top of 10 music programs during its promotion, making a number of records in the industry. Han has also gained high popularity in China and Southeast Asia and won various national major music awards, including “The best male singer” in the 10th CCTV-MTV Awards 2010, “The best mainland male singer” in the 15th Music Radio China Top Chart Awards, “The most popular newcomer” in the Global Chinese Golden Chart Awards, “All-round entertainer of the year” in the 18th Eastern Billboard Annual Awards and “Male singer of the year” in the Sina Network Awards. All these are remarkable achievements.

Han is also a superstar on the internet as his Sina micro-blog has attracted approximately 4.5 million fans and has approximately 100,000 members on Chinese social networking site tieba.com. He is one of the most active young celebrities in mainland China with a leading number of supporters on the net.

After officially becoming Xtep’s brand representative, Han will join a series of publicity campaigns of Xtep, with the first being the “Han Girl” selection, a screening open to the public. The winner will join Han in a photo shooting for Xtep’s posters. The news has been spread across micro-blog and other social media in mainland China, creating another “Xtep mania” on the internet.

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Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "We are delighted to have Han Geng as one of our brand representatives. With his young and energetic image and his popularity across the media and the internet, Xtep will be able to further boost its brand awareness among our targeted customers. Han will also focus on publicity campaigns on the internet among other kinds of promotional activities. With the increasing popularity of micro-blog and other social media, we believe the popularity of celebrities on the internet and online promotions can help us reach a larger number of targeted customers. This innovative marketing strategy can further enhance our brand awareness and maximize its effectiveness."

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Xtep's New Brand Representative – Han Geng



Han Geng's profile:

Name: Han Geng / Hankyung (韓庚)

Nationality: Chinese (Nanai)

Awards and nominations:

2011 The 15th Music Radio China Top Chart Awards – The Best Mainland Male Singer

2011 The Global Chinese Golden Chart Awards – The Most Popular Newcomer

2011 The 18th Eastern Billboard Annual Awards – All-round Entertainer of the Year

2011 Sina Network Awards - Male Singer of the Year

2011 Hua Ding PASSAT Awards – The Most Anticipated Mainland Chinese Actor

2011 Summer World University Games - Image Ambassador

2010 CCTV-MTV Music Awards - Mainland Most Popular Male Singer

2010 Expo 2010 Shanghai China- Volunteers Image Ambassador, China Pavillion - Image Ambassador

2010 Guangzhou Asia Games – Image Ambassador. Lead singer of the theme song “I am fire (我是火焰)”

2010 Released the first solo album “Geng Xin (庚心)”

2010 First solo concert in Beijing. Tickets are sold out in 37 minutes 16 seconds, breaking a new record in Asia.

Number of fans on Sina micro-blog: approximately 4,500,000

Sina micro-blog: <http://t.sina.com.cn/hangeng>

About Xtep International Holdings Limited

Xtep International Holdings Limited is listed on the main board of the Hong Kong Stock Exchange. Xtep is the leading domestic 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 Havas International Finance Communications Group for and on behalf of **Xtep International Holdings Limited**. For further information, please contact:

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