

**To: Business Editor**  
**For immediate release**



## **Xtep Apparel Unveiled at Universiade Shenzhen**

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### ***Partner of the U.S. and British University Students Delegation***

[9 August 2011, Hong Kong] **Xtep International Holdings Limited** ("Xtep" or the "Company" and, together with its subsidiaries, the "Group"; stock code: 1368), a leading sports fashion brand in the PRC, announced the Group has designed and sponsor the apparel for the U.S. and the British university college sports delegations to the 26<sup>th</sup> Universiade Shenzhen ("Universiade"). Xtep held the "UR stylish person" themed fashion show in Shenzhen yesterday to exhibit its award-winning apparel, including the sportswear for the American college tennis team, as well as Xtep's new urban fashion, running, tennis and football series of clothing.

The Universiade is a world-class integrated sporting event held this year from 12 August to 23 August, 2011. More than 13,000 athletes from 180 countries will be competing. Other than the Olympic Games, the Universiade has by far the largest number of countries participating as well as the most events and sports competitions. To this end, Xtep has grasped business opportunities with the U.S. and British university students' delegations for a strategic cooperation to become the official partner and sole award-winning sportswear of the U.S. and British teams, and the official partner and sole sportswear sponsor of the U.S. student tennis team. The athletes' appearance in Universiade competition and on the awards podium wearing Xtep brand sportswear, along with global media coverage of the events, will once again showcase the Xtep brand to the world.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep, said, "Xtep's cooperation with the U.S and British students delegations is not only due to the value of their outstanding athletic achievements, but also because they are young, passionate and have an energy that is a vivid interpretation of Xtep brand's campaign spirit. We expect that the podium acceptance of awards by the U.S. and British delegations, and the court heroics of the U.S. Tennis Team, will demonstrate Xtep's professional and quality products on the global stage of the Universiade. Xtep's brand image will thereby be significantly improved.

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Group photo of Mr. Ye Qi, Senior Vice President of Xtep (China) Co. Ltd. (right), Mr. Nels Hawkinson, Deputy Head of the U.S. University Students Delegation (center), Mr. Nel Rogers, Director of International Affairs of the British University Students Delegation (left), and three representatives of the Anglo-American athletes.



Xtep designed the award-winning sportswear for the U.S. university students.

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Xtep designed the competition sportswear for the U.S. university tennis team.

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### **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 sports products including footwear, apparel and accessories. 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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