

To: Business Editor
For Immediate Release



Xtep Brand Representative Justin Gatlin Qualifies for London 2012

Demonstrates Xtep Products Leadership in the Professional Arena

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[28 June 2012, Hong Kong] **Xtep International Holdings Limited** (“Xtep” or the “Company” and, together with its subsidiaries, the “Group”; Stock code: 1368), a leading fashion sportswear enterprise in the PRC, is pleased to announce that its brand representative, U.S. track and field sprinter Justin Gatlin, has qualified for the London Olympics 2012 after winning the men’s finals at the U.S. Olympic Track and Field Trials on 24 June in Eugene, Oregon, in 9.80 seconds. Gatlin will represent the U.S. at the London Olympics 2012, bringing his running choice, Xtep, again under the athletics spotlight on a bigger international arena.

Delighted by the impressive performance of Gatlin, Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep proudly said, “Heartfelt congratulations to Gatlin! He is definitely in his top form and fully ready for the London Games next month. As the running footwear and apparel sponsor for Gatlin, Xtep is also well equipped to partner with him to achieve the best results.”

Sponsoring Gatlin since April 2012, Xtep gathered its international product designers and technology advisors across the globe to create custom Xtep sprint spikes for him to wear at London 2012 Olympic Games in July. The custom Xtep spikes are designed to be one of the lightest available to optimize Gatlin’s strength and potential and truly reflect Xtep’s technical dedication and achievements in running. In addition to the seamless vamp technology of the custom sprint spikes, tailor-made materials provide ventilation and increase foot support and hence stability. Through ultra-light soles placed on the shoes, Gatlin’s strength is easily transferred to the ground, thus enhancing his ability and efficiency.

With running footwear and apparel as its core sports category, Xtep recorded a very encouraging sales volume improvement of running footwear during the year as a result of the successful promotions in both international and national marathon events in 2011. Having over ten years of experience in designing and producing footwear, Xtep is poised to be the leading “runner’s choice” in the next five years.

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“Sponsoring Gatlin and having him as our brand representative serve not only as a vehicle to showcase our Xtep product credentials in the professional athletic arena, but also to indicate Xtep’s unique, trendy and sporty brand equity.” Mr. Ding concluded.

Gatlin’s performance this year has been formidable. He marked his victorious comeback by winning the men’s 60 metre championship at the Turkey Indoor Track and Field World Championships in March. Subsequently, Gatlin also won the men’s 100 metre championship at the IAAF Diamond League competition in Doha, Qatar, and IAAF World Challenge events at Daegu, South Korea, and Morocco in May.

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Xtep brand representative Justin Gatlin wins Olympic trials with personal best and is ready to sprint Xtep into the limelight at London 2012 next month.

About Xtep International Holdings Limited

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

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