

To: Business Editor

[For Immediate Release]



Xtep Brand Representative Justin Gatlin Wins Bronze in London Olympics

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[6 August 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 won a bronze medal in the 100-metre dash at the London 2012 Olympics with a personal best time of 9.79 seconds. With his impressive outing, Gatlin brought the Xtep brand under the athletics spotlight at the world’s biggest international sporting event.

While wearing the custom sprint spikes that Xtep designed for him, Gatlin recorded the fastest time in the semifinals of the men’s 100-meter dash, winning his semifinal heat in 9.82 seconds and set a personal best of 9.79 seconds during the 100-metre dash finals. Gatlin’s remarkable achievement reflects Xtep’s technical dedication and achievements in running.

Gatlin’s performance at the Olympics caps off his remarkable comeback since returning to the athletics circuit in August 2010. Earlier this year, Gatlin won impressively at the Turkey Indoor Track and Field World Championships in Istanbul, Turkey, the IAAF Diamond League competition in Doha, Qatar, and the IAAF World Challenge events at Daegu, South Korea, and Rabat, Morocco before finally qualifying for the Olympic Games at the U.S. Olympic Track and Field Trials on 24 June in Eugene, Oregon.

Mr. Ding Shui Po, Chairman and Chief Executive Officer of Xtep said, "I am overjoyed to hear of Justin's spectacular performance at the Olympic Games! Having sponsored Justin since April 2012, Xtep is proud to have contributed to his brilliant accomplishment. Running is a core focus of the Xtep brand, and his success affirms the ability of Xtep products to compete at the highest level on the international stage."

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Justin Gatlin celebrates after his win at the 100m semifinals in the London 2012 Olympics



Justin Gatlin won a bronze medal at the 100m finals in the London 2012 Olympics

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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