



安踏體育用品有限公司
ANTA SPORTS PRODUCTS LIMITED

For immediate release

ANTA Sports 2010 Q2 Trade Fair
Order Book Sustained Steady Growth Momentum

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Opening ceremony attended by over 1,000 distributors and delegates

“Go China!”

Spotlight on sportswear in Hong Kong East Asian Games

(Hong Kong, 17 November 2009) ANTA Sports Products Limited (“ANTA Sports” or the “Company”, stock code: 2020), a leading branded sportswear enterprise in China, is pleased to announce the results of its 2010 Q2 Trade Fair which was held late last month. Order book value placed at the fair was up approximately 16% compare with the same period of last year, which is in line with management’s expectation and the Company’s business development strategy.

As an official partner of Chinese Olympic Committee (COC) and Chinese Sports Delegation, 2010 Q2 trade fair was centered on the theme “Go China!” to spotlight ANTA Sports’ continued support for both the country’s athletes and the development of sports in China. To mark this important occasion, Chinese athletes including world No.1 table-tennis player Wang Hao, artistic gymnast Dai Feifei, and CBA player Gong Songlin were invited to the fair. They put on new season’s sportswear to join professional models in a catwalk to showcase to COC delegates and distributors the latest COC, basketball, tennis, running, table-tennis and badminton series.

The event reached its climax when ANTA Sports spokesperson led the professional models, dressed in East Asian Games’ sportswear, to do their final lap of honor. In the arena, TV monitors showing pictures of famous Chinese athletes dressed in ANTA sportswear in National Day parade also helped bond ANTA Sports and COC.

Mr. Ding Shizhong, Chairman and CEO of ANTA Sports, said, “The results of 2010 Q2 Trade Fair are in line with our goal of achieving steady growth. Leveraging our extensive sports sponsorship resources, our strategic alliance with COC, and our effective distribution network, we are confident that our business will continue its healthy growth, while enhancing its competitiveness going forward.”

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Wang Hao and Dai Feifei, put on East Asian Games' sportswear to join professional models in a catwalk

About ANTA Sports Products Limited

As one of the leading branded sportswear enterprises in China, ANTA Sports Products Limited primarily designs, develops, manufactures and markets sportswear, including sports footwear, apparel and accessories. The Group has established an extensive distribution network and nation-wide retail outlets throughout China under the management of the distributors. The Group places great emphasis on branding by integrating the resources from sponsorship of sports leagues, placement of advertisements, online interaction with consumers and endorsement of elite athletes with featured products in order to enhance product differentiation. For the past eight years, ANTA's footwear has been enjoying a leading position in the composite index on market shares in China.

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