



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

Immediate release

Love China, Love Sports ANTA Sports Title Sponsored “2009 ANTA CCTV Sports Personality” Best Male Athlete – Zhang Lin Best Female Athlete – Liu Zige Best Group Award – Shen Xue & Zhao Hongbo

(Hong Kong, 18 January 2010) ANTA Sports Products Limited ("ANTA Sports" or the "Company", stock code: 2020), a leading branded sportswear enterprise in China, is pleased to announce the successful conclusion of the “2009 ANTA CCTV Sports Personality” last night. The award ceremony was held at Peking University Hall and broadcasted live to the entire country by CCTV. Winners of the prestigious awards as selected by a panel of 108 judges were announced in front of eminent guests including officials from National Sports Bureau and senior management of CCTV and ANTA Sports.

Widely regarded as the “Sports Oscar in China”, the event is the most prestigious awards and marks one of the most celebrated dates on China’s sports industry. The coveted awards honor the best sportsman and athletes in China sports and involve a rigorous judging process, from selection to nomination to assessment, culminating to the final conferral of awards by the judges. The winners of this year’s awards are as follows:

Awards	Winners
Best Male Athlete	Zhang Lin (Swimming)
Best Female Athlete	Liu Zige (Swimming)
Best Group	Shen Xue & Zhao Hongbo (Figure Skating)
Best Coach	Liu Guoliang (Table Tennis)
Best Rookie	Wang Hao (Race Walking)
Best Team	Chinese Lady Curling Team
Best Non-Olympics Athlete	Liu Sasa (Snooker)
Best Disabled Athlete	Deaflympics Men 4 x 100M Relay Team
Best Unknown Athlete	Du Xiangyun (Has coached athletes of the nation skating team)
Special Sports Contribution	Li Yanxi (Athletics)
Lifelong Achievement	Lv Zhengcao (Former Chairman of Chinese Tennis Association)

The theme of this year’s event is “Love China, Love Sports”, launched under the slogan “Foundation, Breakthrough, Embarkment”, to highlight China’s sporting achievements on the international stage. Mr. Zheng Jie, Executive Vice President of ANTA Sports, said: “On behalf of ANTA Sports, I would like to congratulate all the award winners, and thank them for the outstanding contribution that they have made in the promotion of sports in China. I would also like to send our best wishes to the Chinese athletes who are going to compete in the Vancouver Winter Olympic Games next month. As the strategic partner of the Chinese Olympic Committee and the official outfitter of China Sports Delegation in 11 major international competitions, including the 2010 Vancouver Winter Olympic Games, Guangzhou 2010 Asian Games and the London 2012 Olympics Games, ANTA Sports is fully committed to supporting the development of sports in China.”



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In keeping with the spirit of its “Keep Moving” motto, ANTA Sports has been a title sponsor of the Sports Personality Awards since 2006, as part of its drive to promote sports and its spirit in China.

Please visit the following link for the award ceremony (conducted in Putonghua):

<http://sports.cntv.cn/20100116/102990.shtml>



Mr. Zheng Jie (left), Executive Vice President of ANTA Sports congratulated all the award winners, and thank you them for the outstanding contribution that they have made in the promotion of sports in China



Best Group Award of 2009 ANTA CCTV Sports Personality – Shen Xue & Zhao Hongbo

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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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