



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

For immediate release

ANTA Sports Pledges Support for Chinese Sports Delegation in Upcoming Winter Olympic Games

Unveils ANTA-designed Official Sportswear for Chinese Athletes in the Games

(Hong Kong, 26 January 2010) **ANTA Sports Products Limited** ("ANTA Sports" or the "Company", stock code: 2020), a leading branded sportswear enterprise in China, kicked off the "ANTA 2010 Winter Olympic Games Chinese Sports Delegation Sportswear Show and Sendoff Ceremony" in Beijing today. The event's theme was "Support China Altogether". During the event, ANTA-designed official sportswear to be worn by the Chinese Sports Delegation ("CSD") in this year's Winter Olympic Games was unveiled in front of officials from National Sports Bureau and the Chinese Winter Sport Federation. This is the first time ANTA Sports, as a strategic partner of Chinese Olympic Committee ("COC") and Chinese Sports Delegation ("CDS"), has rendered service to the top-ranked international games.

Since 23 June 2009, ANTA Sports has been the official partner of the COC, responsible for outfitting the CSD in major international competitions from 2009 through 2012, including the Guangzhou 2010 Asian Games and the London 2012 Olympics Games. China will send out the largest delegation ever to the Vancouver Winter Olympic Games to be held from 12 to 28 February. During the period, the CSD will be outfitted by ANTA Sports at victory ceremonies in the Games.

In view of the Games coinciding with the Chinese New Year this year, ANTA Sports has incorporated the Chinese culture in the designs. Using red as the theme color, the design concept was based on the Chinese knot. As the word "knot" "结" in Chinese sounds similar to "吉", which means auspicious, the designs represent well wishes. Furthermore, waterproof fabrics made with the latest technology are used to provide the athletes with maximum protection against the wet and snowy weather. Treated with cutting-edge protection technology, the sportswear is comfortable, easy to keep clean, and provide excellent breathability. Gold colored fabrics give the sportswear a highly tactile feel while seamless cutting for the pockets enhance their looks without compromising on functionality.

Mr. Ding Shizhong, Chairman and CEO of ANTA Sports, said: "On behalf of ANTA Sports, I would like to wish the CDS resounding success in the Winter Olympics Games. ANTA Sports will continue to strengthen its design and R&D capabilities, so we can provide more quality sportswear and accessories to Chinese athletes in major competitions in the coming years. Going forward, we will continue to live up to the "Keep Moving" spirit, in our drive to help support Chinese athletes and promote the development of sports in China."

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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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