



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

For immediate release

ANTA Sports 2010 Q3 Trade Fair
Sustained Steady Growth Momentum in Orders

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In line with management's expectation
Thanks to remarkable brand recognition and product enhancement

(Hong Kong, 24 February 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 results of its 2010 Q3 Trade Fair which was held in January. Order book value placed at the fair was up approximately 18% compared with the same period of last year, which is in line with management's expectation and the Company's business development strategy.

Chairman and CEO of ANTA Sports, Mr. Ding Shizhong, said, "We are pleased with the order value growth in 2010 Q3 Trade Fair, which is in line with our expectation. The healthy and sustainable performance was attributable to our core competencies in strong ANTA brand equity, performance-based product development as well as solid R&D capabilities. Riding on our vast sports sponsorship resources and partnership with COC, ANTA Sports has been enjoying leading brand recognition and desirability in China. We will endeavor to continue to deliver healthy business growth while enhancing our brand loyalty and desirability in the long run."

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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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