



Immediate release

**“With Glowing Hearts, Des Plus Brillants Exploits”  
Curtains Drawn on the 2010 Vancouver Winter Olympic Games**

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**ANTA Sports Congratulates Chinese Athletes and ANTA Endorsed  
Players  
on Best Ever Performance**

(Hong Kong, 1 March 2010) The curtain came down on the 21<sup>st</sup> Vancouver Winter Olympic Games (“WOG”) on 28 February 2010 in Vancouver, Canada. The Chinese Sports Delegation (“CSD”) won 5 gold, 2 silver and 4 bronze medals, writing a glorious chapter in China’s winter sports history. As a Sportswear Partner of the Chinese Olympic Committee (“COC”) and Official Partner of the CSD, **ANTA Sports Products Limited** (“ANTA Sports” or the “Company”, stock code: 2020), a leading branded sportswear enterprise in China, was proud of the Chinese athletes’ achievements in the Winter Olympics which were their best results ever.

ANTA Sports signed up 10 endorsed athletes prior to the WOG and they achieved exceptional performance in various sports. Zhou Yang, aged 18, won the women's 1,500m short track speed skating gold medal in breaking the Olympic record by 2 minutes and 16.993 seconds. She also helped the national team to claim the first ever title in the women's 3,000m relay of short track speed skating in new world record with 3 teammates, stepped up on the medal stand twice in ANTA outfit tailor-made for victory ceremonies in the WOG. Besides, Shen Xue and Zhao Hongbo won the first ever gold medal in pairs figure skating for China in the Winter Olympics while the runner-up went to Pang Qing and Tong Jian. “Snow Princess” Li Nina also won a silver medal in the women's freestyle aerial skiing.

The COC set up the first ever “Home of China” in Vancouver, a venue for the CSD athletes to get together with local and overseas media. ANTA sports also conducted interviews and activities in the “Home of China” during the WOG. The COC and the Company held the “Shined with Honour” event there to celebrate the CSD’s outstanding performance in WOG. Mr. Ma Jilong, director of the COC Marketing Commission and director of the Administrative Center for Sports Equipment under the General Administration of Sport of China, and Mr. Ren Hongguo, vice-director of China’s Winter Sports Administrative Center, attended the event to congratulate the athletes and coaches, including Shen Xue and Zhao Hongbo, who won their first gold medals in the Winter Olympics after years of hard work. Mr. Zheng Jie, Executive Vice President of ANTA Sports, presented colour-painted skating boots to 3 pairs of ANTA endorsed figure skating athletes, Shen Xue and Zhao Hongbo, Pang Qing and Tong Jian, and Zhang Dan and Zhang Hao, who fully demonstrated ANTA’s “Keep Moving” spirit. The gifts represented ANTA Sports, the COC and Chinese athletes’ resolve to join hands to overcome any challenges ahead.



**安踏體育用品有限公司**

**ANTA SPORTS PRODUCTS LIMITED**

**Mr. Ding Shizhong, Chairman and CEO of ANTA Sports,** said: "I would like to congratulate the CSD on their outstanding performance in the WOG on behalf of ANTA Sports. We are honoured to provide tailor-made sportswear with high functionality for the CSD in the WOG, which showcased ANTA's "Keep Moving" brand ideology and the indomitable spirit of Chinese athletes through international events. As a strategic partner of the COC, we will continue to strengthen our design and R&D capabilities, and actively promote the sports industry development in China."

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Photo 1: Mr. Zheng Jie (right), Executive Vice President of ANTA Sports, presented specially designed painted skating boots to endorsed players Zhao Hongbo (middle) and Shen Xue (left).



Photo 2: ANTA Sports' endorsed player Zhou Yang won gold medal in women's 1,500m short track speed skating.



Photo 3: ANTA Sports' endorsed player Zhou Yang and three other team players won gold medal in women's 3,000m relay of short track speed skating.



Photo 4: Mr. Xiao Tian, Deputy Commissioner of the General Administration of Sport of China (Back row, 5th from the left) and the China women's freestyle aerial skiing team including silver medalist Li Nina (Front row, 3rd from the left) at the "Home of China".



**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 brand and 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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