



For immediate release

## **COC and ANTA Sports Join Hands on the 26th China International Sporting Goods Show**

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### **ANTA and Sina Form “ANTA-Sina China Sports Channel”**

(25 May, 2010 – Hong Kong) - On 20 May, **ANTA Sports Products Limited** (“ANTA Sports” or “the Company”, stock code: 2020) joined the 26th China International Sporting Goods Show held in Beijing in its capacity as the partner of the Chinese Olympic Committee (“COC”). During the show, ANTA Sports and COC joined hands in showcasing the latest Olympic championship gears and equipment designed by ANTA Sports, including those used in the 2010 Vancouver Winter Olympic Games and the award ceremony uniforms worn during celebration parade of the 60th anniversary of the National day. Furthermore, ANTA Sports established the Olympic Licensed Products Exhibition Hall and the Olympic Special Exhibition Hall, helping the audience bear witness to the glories of China’s sporting prowess and the Olympic spirit. Mr. Liu Peng, Minister of General Administration of Sport of China, as well as Pang Qing and Tong Jian, ANTA Sports’ image ambassadors and silver medalists of pairs figure skating in the 2010 Vancouver Winter Olympic came to the show to demonstrate their support at ANTA Sports’ invitation. This year’s show successfully attracted more than 1,100 sports goods companies from across China and around the world.

On the same day, ANTA Sports and COC’s online partner, Sina announced their cooperation on “ANTA-Sina China Sports Channel” in a ceremony held in the new wing of Beijing International Exhibition Centre. The ceremony marked the three-way cooperation between the COC, ANTA Sports and Sina on a wide range of areas including marketing and sporting events. “ANTA-Sina China Sports Channel” will have six key offerings: news, pictures and videos, databank, interview blogs, interactive zones and product zones. Through this partnership, ANTA Sports and Sina will be able to leverage the COC’s sponsorship and media resources to maximize their respective marketing effectiveness and exposure. The move will also further uplift the ANTA brand value.

Mr. Ding Shizhong, Chairman and CEO of ANTA Sports, said, “The influence and popularity of ANTA Sports and other first tier domestic sportswear brands are growing by the day, quickly narrowing the gap with major international brands. As a partner of the COC from 2009 to 2012, ANTA Sports will continue to live up to the ideals of its corporate motto of Keep Moving. By strengthening our brand reputation and building an even closer relationship between the ANTA Sports and the COC, we are ready to deliver our best performance ever in the upcoming 2010 Guangzhou Asia Games and the 2012 London Olympics to enhance the ANTA brand.”

Please visit ANTA-Sina China Sports Channel: <http://sports.sina.com.cn/others>.

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



Mr. Liu Peng, Minister of General Administration of Sport of China, and Mr. Ding Shizhong, Chairman and CEO of ANTA Sports, visited ANTA-COC Joint Exhibition Hall



Photo 2: ANTA-COC Joint Exhibition Hall showcased the award ceremony uniforms of Chinese team



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Photo 3: 2010 Vancouver Winter Olympic's silver medalists in pairs figure skating, Pang Qing and Tong Jian, visited ANTA Exhibition Hall



Photo 4: Mr. Yang Shuan, Deputy Minister of General Administration of Sport of China & Deputy Chairman of the COC; Mr. Ma Jilong, Chief Officer of Marketing and Development Committee of the COC; Mr. Cao Guowei, CEO of Sina; Mr. Ding Shizhong, Chairman and CEO of ANTA Sports; Mr. Du Hong, COO of Sina; Mr. Zheng Jie, Executive Vice President of ANTA Sports; as well as other athletes to join the signing ceremony



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Photo 5: Pang Qing and Tong Jian took photos in front of the backdrop of “ANTA-Sina China Sports Channel”

### 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 nine years, ANTA’s footwear has been enjoying a leading position in the composite index on market shares in China.

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