



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

For Immediate Release

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ANTA Sports Products Limited

**Flagship Store Launched in Shanghai with “Five Consecutive Championships”
Shanghai Dongfang Men's Volleyball Team as
Guests of Ribbon Cutting Ceremony**

(Hong Kong, 16 January 2008) ANTA Sports Products Limited (“ANTA Sports” or the “Company”, stock code: 2020) is pleased to announce that its flagship store has been formally launched in Nanjing Road Pedestrian Shopping Boulevard (“Nanjing Road”) in Shanghai, which is the fourth flagship store of ANTA Sports in China. The other three flagship stores are respectively located in the passageway of Zhong Street in Shenyang, the passageway of Jiangnan Road in Wuhan and Nanjing Road East in Shanghai. Our distributors will open flagship stores in major cities in China.

The grand opening ceremony was held on 14 January. The whole team of Shanghai Dongfang Men's Volleyball Team, champion of ANTA Men's Volleyball League-Play-off Final in the volleyball season from 2007 to 2008, and Mr. Ding Shizhong, the chairman and CEO of ANTA Sports officiated the ribbon cutting in the launch of the flagship store in Nanjing Road, as well as celebrating the winning of Five Consecutive Championships of Shanghai Dongfang Men's Volleyball Team.

After the ribbon cutting ceremony, Shen Qiong, captain of Shanghai Dongfang Men's Volleyball Team presented an authenticate sportswear with the signatures of the whole team to the flagship store's manager and displayed it in the store. “We are indeed honoured to be the officiating guests in the launch of the ANTA Sports flagship store in Nanjing Road.” Shen Qiong said excitedly “As the champion of this volleyball season, we have gone through a tough way. Though we have encountered lots of difficulties, our team members haven't given up. Persisting on the volleyball spirit of ‘ever-striving forward’, we finally won and relayed the honour of Shanghai Dongfang Men's Volleyball Team and achieved ‘Five Consecutive Championships’.”



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ANTA Sports has specifically tailor-made a pair of golden volleyball shoes, a symbol of champion for Shanghai Dongfang Men's Volleyball Team to celebrate their accomplishment of “Five Consecutive Championships” in Men's Volleyball League-Play-off, hoping that they will continue to try their best to surpass themselves and reach an even higher ground.

The ANTA Sports flagship store is situated in Nanjing Road, the bustling area of Shanghai. The store is decorated in a simple and cyber tone, in which the overall decoration demonstrates ANTA Sports' philosophy: “To concentrate and strive for thoroughness”. Inside the store, diversified ANTA Sports products are exhibited, and ANTA Sports' Olympic Games commercials are broadcasted unceasingly. Outside the store, there are artists of performance art in ANTA Sports' sportswear, creating a fresh and brand-new impression for customers.

In order to become “most recognized sportswear brand with the greatest market shares” in the domestic China market, ANTA Sports keeps on sponsoring and supporting the premier sports leagues in recent years and has become the official corporate partners with China Basketball Association (“CBA”), China Table Tennis Super League and Volleyball League, which is then awarded as the “Leagues Engine in China” by the media. The division head of the Group's brand management center, Mr. Xu Yang said, “As the 2008 Beijing Olympic is approaching, ANTA Sports wishes to take this opportunity to strengthen the promotion of the brand. The purpose of setting up the flagship stores are to directly promote the image of the brand so as to display its diversified products and establish its leading position among sportswear brands in China.



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About ANTA Sports Products Limited

As one of the leading branded sportswear enterprises in the PRC, ANTA Sports primarily designs, develops, manufactures and markets sportswear, including sports footwear, apparel and accessory products for professionals and the general public under ANTA brand. It has one of the best sales records in China, and its footwear leading in composed index on market shares for six consecutive years in China. Revenue of ANTA Sports for the first half of 2007 was RMB1,497 million, representing a 203.1% period-on-period increase over the corresponding period. Profit attributable to shareholders grew by 284.3% to RMB203 million. Basic earnings per share was RMB11.3 cents.

ANTA Sports vitally stresses the brand equity and publicity of ANTA Sports' products, and is committed to build the brand awareness through newspapers, magazines, TV advertisements, sponsorship for China sports league tournaments (such as CBA league, China Table Tennis Super League and Volleyball League) and endorsement of elite athletes, and other various promoting activities. ANTA Sports' trademark for its sports footwear has even been named as "China's Well-Known Trademark" by the State Administration for Industry and Commerce of the PRC. It has also been acclaimed as "China Brand Name Product" and China High-Quality Inspection Exempt Product" etc.

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This press release is distributed by Wonderful Sky Public Relations & Financial Consultant Co., Ltd. for ANTA Sports Products Limited.

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