



PEAK SPORT PRODUCTS CO., LIMITED
匹克體育用品有限公司

"2010 Peak Team China Tour" was officially kicked off
Partnership with Taobao.com strengthened Online Trading Business

(29 July 2010, Hong Kong) "2010 Peak Team China Tour" of Peak Sport Products Co., Limited ("Peak" or the "Company", HKEx Stock Code: 1968.HK, together with its subsidiaries the "Group") was officially kicked off at Grand Millennium Hotel in Beijing yesterday. NBA stars such as Ron Artest, Jason Kidd, Shane Battier, Carl Landry and Mickael Pietrus showed up at the press conference in person and will interact with their passionate fans at eighteen cities such as Beijing, Guangzhou, Hangzhou and Xi'an in the coming week, with an aim to achieve a win-win scenario for the NBA brand and Peak brand where the basketball culture both represent will be brought closer to the public and Peak's international brand image in the domestic market will also be enhanced.

Currently, the number of NBA players sponsored by Peak has reached up to 12. These 12 spokespersons, who are masters of different positions on the court, including the shooting guard, small forward, power forward, center and point guard, make up the star team "PEAK TEAM". All members of the PEAK TEAM are required to wear Peak's basketball shoes during all kinds of tournament. On the East Coast vs. West Coast NBA Finals this year, PEAK TEAM played magnificently. By virtue of Ron Artest's remarkable skills, Lakers defended the title and clinched the victory of NBA Championships. Having taken part in the NBA Finals, Peak, as a representative of the Chinese domestic brand, not only had great media exposure, but also had an unprecedented opportunity to compete against Nike, Adidas and other international brands in the world's top notch basketball tournament finals.

To help prepare for the next basketball season, Peak designed and produced brand-new basketball shoes for each of its NBA stars for the next season. Apart from incorporating designs based on the players' own styles, personalities and preferences, the new shoes also inherited Peak's core technology of the footwear production. The premium functions of new shoes such as the PK-Rocket "Cushion-3" system, anti-skidding ripples, strong ventilation and support and easy flexing capabilities provide effective protection to players with exceptional combat performance on courts.

With a view to further facilitating the long-term plan for youth basketball development in China, Peak donated sport products in the value of RMB500,000 to the local authority of Yushu, a disastrous region in Qinghai, to enable the youth to enjoy sport programmes and facilitate the recovery and development of the sport sector in the area.

In addition, as online trading becomes mature and popular, Peak announced its formation of a partnership with Taobao.com, which marked an initial and a full-scaled extension of its footprint to the e-commerce field. By operating the e-commerce and traditional trading platforms simultaneously, Peak is able to provide premium services to different segments of consumers.

At the press conference, Mr. XU Zhihua, CEO of Peak Sport Products Co., Limited said, "Peak insisted on organizing the NBA Star China Tour with an aim to bring the stars' spirit of confidence, aggressiveness and pursuit of dreams to China, thereby inspiring the youth in China and encouraging them to participate in sports that can lead to a healthy and positive life. 'GATHER DREAMS, FIGHT FOR PRIDE', the theme of the 2010 China tour, is originated from Peak's core value of 'I CAN PLAY', which symbolizes Peak's expectations on the youth of China and its efforts to encourage them to achieve their dreams and pride through actions."

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About Peak Sport Products Co., Limited

Peak Sport Products Co., Limited is a leading branded sport products company in China and was listed on the Main Board of the Stock Exchange on 29 September 2009. Peak is primarily engaged in designing, developing, manufacturing, distributing and marketing sport products (including footwear, apparel and accessories) under the "PEAK" brand. As at 30 June 2010, the number of Peak's retail outlets has exceeded 6,700 and the Company's products are exported to over 70 countries. Peak executes a focused international branding strategy and has become an exclusive official marketing partner of the NBA in China since October 2007. The Group has been maintaining long-term cooperative relationships with various basketball tournament organizers such as FIBA and Stankovic Cup.

This press release is issued by Wonderful Sky Financial Group for and on behalf of Peak Sport Products Co. Limited. For further information, please contact:

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