

DONGXIANG

China Dongxiang (Group) Co., Ltd.
中國動向(集團)有限公司

Kappa “NOW Sports” Concert Thrills Beijing

【6 January 2009】 The leading international sportswear brand enterprise in the PRC, **China Dongxiang (Group) Co., Ltd.** (“China Dongxiang” or “the Company”; stock code: 3818, together with its subsidiaries the “Group”) held a Kappa “NOW Sports” concert in Beijing earlier. A number of Chinese pop stars thrilled the audience with music and sports fashion.

The Kappa “NOW Sports” concert took place at the Beijing 798 Art Zone on the night of 2 January 2009, with pop stars such as Chinese rock singer SHIN, famous TV and movie actress Jacqueline Li, former Olympic champion Tian Liang and notable MCs Li Chen and Mike D present on the show. In addition to their strong music and marvelous performance, there were also sports related interactive games between performers and audience. The show was concluded successfully with the highlight of the night – the grand finale Kappa fashion show.

The Kappa “NOW Sports” concert is a music carnival across four cities, namely Changsha, Beijing, Changchun and Hangzhou. Asia’s renowned new star JJ Lin will follow SHIN to become the anchorman in the coming Changchun and Hangzhou stations. Different guests and performers will be invited to each station in order to reflect the sports fashion style of Kappa brand thoroughly.

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About China Dongxiang (Group) Co., Ltd.

China Dongxiang (Group) Co., Ltd. is a leading international sportswear brand enterprise based in China and was successfully listed on the Stock Exchange of Hong Kong Limited on 10 Oct, 2007. The Group is primarily engaged in the design, development, marketing and wholesale of branded sportswear in China. Currently, China Dongxiang owns all rights to the internationally recognized Kappa Brand in China, Macau and Japan. Its products convey an active, fashionable and youthful image and are warmly welcomed by China’s fast growing and high potential consumers.

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