



China Dongxiang Enters into Cooperation with

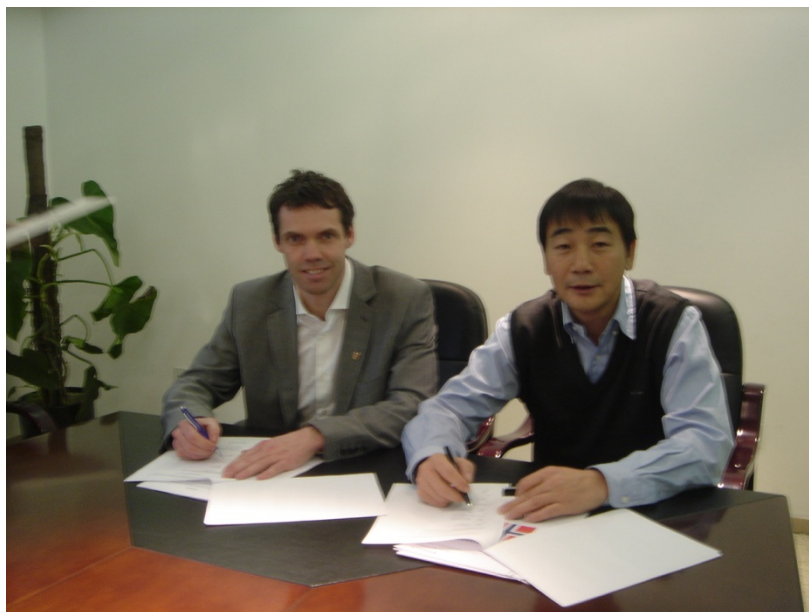
Norwegian Olympic Committee as the Official Partner for Provision of Sportswear

【16 March 2009, Hong Kong】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”) is pleased to announce that it has entered into an agreement with the Norwegian Olympic Committee to be its official partner for the provision of sportswear for the Norwegian National team from 2009 to 2012.

According to the agreement, China Dongxiang will provide the Norwegian National team Kappa and Phenix sportswear at the opening and award presentation ceremonies of the 2010 Winter Olympics and 2012 Summer Olympic Games.

Mr. Chen Yihong, Chairman of China Dongxiang said, “It is our honor to become the official partner of the Norwegian Olympic Committee. The strategic partnership, which demonstrates the recognition and confidence of the international sports sector toward our brands and products, will further enhance our brand exposure internationally.. We will provide the Norwegian Olympic team with the most advanced and fashionable sportswear, enabling them to excel at competitions. We will also work closely with the team to explore more win-win cooperation.”

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Chairman of China Dongxiang Mr. Chen Yihong (right) signed the agreement with Mr. Morten Schoenfeldt, Director of Marketing and Operation of the Norwegian Olympic Committee.

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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. The Group finished its acquisition of a Japan sportswear enterprise Phenix on 30 April 2008. The international brand "Phenix" has the greatest market share in the skiing and outdoor sportswear market in Japan.

Issued by Porda International (Finance) PR Group for and on behalf of China Dongxiang (Group) Co., Ltd. For further information, please contact:

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