For immediate release

NBA Superstar Kevin Garnett Back in China
Joins Hands with ANTA to Boost Basketball across the Country

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Actively Participating in Basketball Promotion and Charity Events with KG
Striving to Enhance ANTA’s Brand Value and Reinforce Market Leadership

(Hong Kong, 23 August 2011) ANTA Sports Products Limited (“ANTA Sports” or the “Company”, stock code: 2020), a leading branded sportswear enterprise in China, is pleased to announce that ANTA endorsed NBA superstar, Kevin Garnett bid farewell to China to a passionate, cheering crowd as his wildly successful and well-received 10-day China Tour came to an end in Beijing and returned to US today.

With the theme of “Meeting the Extraordinary in August”, Kevin Garnett’s China Tour covered Guangzhou, Wuhan, Shenyang and Beijing, cities in which he participated in a series of basketball-related promotional campaigns organized by ANTA Sports. He also met fans to share the joys of playing basketball in China. Chinese fans not only got up close and personal with Kevin Garnett at in-store marketing events; they could also chat with the NBA superstar via Sina and QQ Weibo. Besides, Kevin Garnett visited Beijing University of Technology to coach young players in the “Street Basketball Training Camp” followed by an exciting competition with the Beijing Media Team up against the “Dream Boat” Basketball Team.

In addition to promoting basketball in China and arousing the passion of basketball fans nationwide, ANTA Sports and Kevin Garnett are deeply committed to community service. Kevin Garnett visited the Tongze Yuren Special Education School in Shenyang and attended a physical education lesson with children suffering from autism. He also brought gifts of sportswear and stationery to encourage these children to acquire knowledge while also actively participating in physical activities. After the visit, Kevin Garnett said, “These children are lovely. I hope this visit will bring more attention to and a better understanding of the needs of children who suffer from autism, and will lead to more encouragement and support from the community. I believe they will have a bright future with the support of the school and the enthusiastic assistance of their teachers.”

Chairman and CEO of ANTA Sports, Mr. Ding Shizhong, said, “Kevin Garnett, whose charisma impressed basketball fans in China, has successfully aroused the popularity of basketball across the country during his China Tour, connected ANTA with basketball enthusiasts and strengthened the Company’s leading position in China’s basketball market. ANTA Sports will continue to leverage its powerful sponsorship resources and its lineup of brand spokespersons in order to boost the development of the sports undertaking in China as well as to further enhance brand value and differentiation. As a result, the Company will remain competitive and will continue to strive for greater market share.”
Image 1: ANTA Sports endorsed NBA superstar, Kevin Garnett arrived Guangzhou on 14 August to kick off the “Meeting the Extraordinary in August” themed 2011 China Tour.

Image 2: Kevin Garnett met fans at Zhengjia Plaza in Guangzhou where he demonstrated techniques to basketball lovers.
Image 3: Kevin Garnett signed a basketball and took photos with fans at Guanggu Plaza in Wuhan (left); a female fans broke into tears of gratitude after receiving KG shoes worn by Kevin Garnett (right).

Image 4: Kevin Garnett gave autographed basketballs to six lucky fans and taught them techniques while meeting fans in Shenyang.
Image 5: Kevin Garnett visited Tongze Yuren Special Education School in Shenyang bearing presents of sportswear and blessings. He then taught children suffering from autism in a physical education lesson.

Image 6: Kevin Garnett coached young players in the “Street Basketball Training Camp” and had an exciting game with Beijing Media Team and “Dream Boat” Basketball Team.

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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 an established extensive distribution network with a leading presence in second and third tier cities in China under the management of regional distributors. The Group places great emphasis on branding by integrating sports resources and sponsorship, advertising and promotional activities and consistent store image to enhance brand and product differentiation. For the past ten years, its footwear has been enjoying a leading position in China’s composed index on market share.

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