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PRESS RELEASE

CHINA SPORTS SECURES EXCLUSIVE MASTER DISTRIBUTION RIGHTS FOR FIFA COLLECTIONS IN THE PRC

- exclusive rights to market and distribute FIFA Collections in approved channels
- will roll out FIFA Modular Stores and Merchandising Units across the PRC

SINGAPORE, 8 January, 2010 – Mainboard-listed China Sports International Limited (中国体育国际有限公司) (“China Sports” and together with its subsidiaries, the “Group”), a branded sports fashion footwear and apparel company based in the PRC is pleased to announce that its wholly owned subsidiary Yeli Sports (China) Co., Ltd (“Yeli Sports”), has signed an agreement with Global Brands Group to become the authorized master distributor of official Fédération Internationale de Football Association (“FIFA”) football lifestyle clothing and accessories (“FIFA Collections”) throughout the PRC.

This exclusive distribution rights deal has been secured following the announcement by Global Brands Group in April 2009 that the first seasonal range of the FIFA Collections will be available in stores from Spring 2010.

FIFA Collections, which comprises six separate ranges of apparel – 1904, Editions, Heritage Ts, Code, Essentials and Event– have been developed by Global Brands Group since the company was appointed by FIFA as its worldwide exclusive master licensee. FIFA Collections takes the authentic heritage and values of FIFA as design inspiration.

Simon Hawkins, Snr. V.P. FIFA Sales, Global Brands Group, said:

“China Sports provides FIFA and Global Brands Group with a first class distribution and retail partner for the FIFA Collections in the PRC. We are very excited about the prospects of really creating additional momentum for FIFA and football in such a large and sports passionate market alongside such a strong organisation”.

Mr Lin Shaoxiong (林少雄), Chief Executive Officer of China Sports said :

“We are delighted to have the opportunity to be included amongst a select group of companies that have secured the rights to participate in this hugely exciting project. To launch the FIFA Collections based on such an iconic brand with a strong global heritage is extremely exciting for our company.”

Mr. Lin added, "The FIFA Collections has a unique positioning as it represents a fusion of football, fashion and culture. The collaboration with Global Brands Group to market FIFA sports and lifestyle products is consistent with our strategy to expand our footprint in the PRC sports fashion market. It will strengthen our product offerings and enable China Sports to establish a presence in the mid-to-high end sports fashion market. It may also improve the product mix for our Group as we expect the main revenue source to be FIFA branded apparel which has an extensive product range and higher selling price compared to the other product."

The 4 main categories of FIFA Collections include apparel, headwear, footballs and bags. These products may be marketed in approved channels such as athletic apparel and footwear stores, mall clothing specialty stores, sporting good stores, variety stores and department stores, including Yeli specialty stores. China Sports will roll out FIFA Modular Stores in the PRC over the next three years to market the FIFA Collections. These will be located mainly in China Sports' existing Yeli specialty stores.

FIFA is the world governing body of football. In the 105 year history of the organization, this is the first time that an official signature collection of merchandise bearing the FIFA mark has been launched outside of direct connections to actual FIFA World Cup™ events.

As part of the international roll-out of the FIFA Collections, Global Brands Group is undergoing a process of signing exclusive strategic agreements with master distributors in each territory. In addition to the appointment of China Sports, agreements have already been reached in eight markets (Australia, Central America, Singapore, Benelux, India, Japan, Continental Africa /South Africa and USA), with further deals in discussion.

Global Brands Group is also establishing FIFA Official Stores® worldwide, the first of which opened at Singapore's new T3 terminal at Changi airport in January 2008. The second of these stores, and Global Brands first in Europe, opened at Paris' Orly airport in October 2009. FIFA Official Stores® represent a flagship store format for fans, offering them a unique football-inspired shopping experience in addition to exclusive collections.

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About China Sports International Limited

China Sports International Limited is principally engaged in the design, manufacture and sale of sports fashion footwear and design and sale of sports fashion apparel and accessories under its own YELI (野力) brand. The Group's products are designed for both functional use and casual use, catering to the lifestyle of its targeted consumer group aged between 12 to 30 years old. The products are mainly sold through distributors who have a retail network of more than 1,960 points of sale throughout second, third and fourth tier cities in the PRC.

About Global Brands Group

Global Brands Group is the world's leading independent, international brand management, retail and licensing company. Global Brands Group's passion for managing brands is tied to its desire to building sustainable equity and creating new branding opportunities through geographic expansion, category extension and retail innovation. Through its international network of offices across six continents, Global Brands Group maximizes revenue potential by creating manufacturing, retail and distribution partnerships worldwide.

Global Brands Group's business is focused on product licensing, merchandising and retail development. Currently Global Brands Group's growing portfolio of intellectual properties includes brands created by the Fédération Internationale de Football Association (FIFA), the PGA TOUR Licensed Properties, Inc. (PGA TOUR), Federation Internationale de Basketball (FIBA) and Warner Bros. Consumer Products among others.

With corporate headquarters located in Singapore, Global Brands Group has a network of 14 offices in major cities around the world including London, Dubai, Tokyo, Hong Kong, Sydney, Buenos Aires and Johannesburg. www.globalbrandsgroup.com

About FIFA

For more than 100 years, the Fédération Internationale de Football Association, founded on 21 May 1904 in Paris and better known as FIFA, has continued to provide the essential leadership role to the international football family. FIFA is headquartered in Zurich, Switzerland. The eighth FIFA President, Joseph S. Blatter (Switzerland), guides the organization today.

FIFA's members form the basis of the world's football family. From the founding seven, the family has today grown to 208 affiliated football associations, organised into six confederations spanning the globe. FIFA's worldwide activities go well beyond its various competitions, such as the world's biggest single sport event, the FIFA World Cup. FIFA gives material, financial and promotional support to develop the game around the world through projects such as FIFA Goal or Futuro.

Underprivileged people and communities benefit from the Football for Hope movement that FIFA and streetfootballworld founded in 2005 to promote and support local organisations that are using the power of the game for social development.

For more information on FIFA and its competitions, especially on the 2010 FIFA World Cup South Africa™, please visit the official website at www.fifa.com.

Note :

This release may contain predictions, estimates or other information that may be considered forward-looking statements. Actual results may differ materially from those currently expected because of a number of factors. These factors include (without limitation) changes in general industry and economic conditions, interest rate movements, cost of capital and capital availability, competition from other companies and venues for sale/manufacture/distribution of goods and services, shift in customer demands, changes in operating expenses, including employee wages and raw material prices, governmental and public policy changes, social and political turmoil and major health concerns. You are cautioned not to place undue reliance on these forward-looking statements, which are based on current view of management on future events. The Company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by law.

This release contains information relating to FIFA and Global Brands Group provided by Global Brands Group and we have not undertaken any independent verification of such information.

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FIFA Collections - 1904, Editions, Heritage Ts, Code, Essentials and Event

