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PEAK SIGNS ON AS WTA TOUR'S OFFICIAL APPAREL SPONSOR IN ASIA-PACIFIC

Tour's first major partnership with a Chinese company marks historic milestone in strategic effort to grow and promote women's tennis in region

ST. PETERSBURG, FL, USA – The Sony Ericsson WTA Tour, the world's leading global sport for women, today announced that Peak Sport Products Co., Limited ("PEAK" Stock code: 01968.HK), an innovative Chinese brand with more than 20 years of experience in designing, developing, manufacturing and marketing professional and casual sports apparel, will become the Tour's official shoe and apparel partner in Asia-Pacific beginning this summer.

Under terms of the five year deal, Peak will receive licensing and merchandising rights to develop a co-branded WTA-PEAK line of apparel; will become the official shoe and apparel partner of a series of Tour events in the Asia-Pacific region; will become a partner of the Tour's successful China tennis festivals; and will develop a player apparel program. The partnership is expected to significantly enhance the marketing and promotion of women's tennis and the Tour brand throughout China and Asia-Pacific.

In 2008, the Sony Ericsson WTA Tour embarked on a mission to develop women's tennis in China by opening a corporate office in Beijing designed to serve as a hub for all Asia-Pacific marketing activity, elevating the status of the China Open to one of the four most important tournaments on Tour, developing a Chinese language website and supporting national grassroots tennis development programs. The PEAK-WTA Tour partnership marks a historic milestone in the development of women's tennis in China, validating the Tour's investment in the region. Through the new partnership, PEAK and the Tour will look to achieve a shared goal of continued growth among a young, active and fitness-conscious demographic in Asia-Pacific, one of the world's fastest-growing and most dynamic markets.

"The growth of women's tennis in China and Asia-Pacific is of the highest priority for the Tour, and we are thrilled that a great brand like PEAK will be our partner in growing the WTA brand," said David Shoemaker, President of the Sony Ericsson WTA Tour. "The Tour has had a strong belief that the full potential of women's tennis in China can only be reached by working together with committed and visionary partners, and today's announcement represents a significant step in this regard."

Peak's CEO Jim Xu added: "Signing the partnership with the WTA is a win-win for both parties. This is a very strategic agreement for WTA, the tournaments and the development of tennis in China and Asia-Pacific. PEAK usually focuses on specialized equipment for basketball, now we are taking the first important steps for us to promote and build our whole product line, especially the tennis apparel. We believe that this cooperation is only the beginning; there will be a much broader strategic alliance between us in the future."

"I am very excited that PEAK is becoming a partner of women's tennis and will be supporting players through a new apparel program," said Sony Ericsson WTA Tour World No.8 Agnieszka Radwanska. "China is an exciting growth market for the Tour and I am sure that PEAK will help us reach new heights."

Established in China in 1989, PEAK stands for Passion, Evolution, Achievement and Knowledge. While making its name in basketball apparel, PEAK has grown into a major global apparel player with quality, reasonably-priced



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product available in more than 6,600 stores in China and 8 distributors abroad. An additional 1,000 stores will open by 2011.

Under terms of the long-term agreement, PEAK will become the official shoe and apparel partner of the Tour in Asia-Pacific and enjoy a significant on court presence at several Tour events in the Asia-Pacific region.

A major part of the PEAK-Tour partnership will include a player development program through which PEAK will make available to Tour players shoes and apparel. PEAK will work with players on the development of a cutting-edge, innovative, high-quality tennis apparel and shoe line. The opportunity to collaborate with the Tour and its players on the development of a tennis apparel line will help PEAK further elevate its brand in both Asia-Pacific and around the world.

Additionally, PEAK will be the official shoe and apparel sponsor of the Sony Ericsson WTA Tour Chinese Tennis Festivals. To be held in Beijing and Guangzhou in September 2010, Chinese Tennis Festivals are three-day events created to promote women's tennis in China in the lead-up to the Guangzhou Open and the China Open and further spread the popularity of women's tennis in the region. A huge hit with fans and the media in its inaugural year, the Chinese Tennis Festivals reached approximately 200,000 people, 70% of whom were under the age of 35, and established tennis as the new favorite sport with thousands of young Chinese fans.

PEAK focuses on brand building in domestic and international and is dedicated to build up a strong international and professional brand images and to provide a wide range of premium sports products that are both stylish and functional to professional athletes and consumers. Through marketing campaigns and sponsorships in various sport games and tournaments, PEAK has endorsed 12 NBA players, as of March 2010, and has been an exclusive official marketing partner of the NBA in China since October 2007.

Today's announcement follows the recent news of WTA's partnership with Oriflame along with renewals with Sony Ericsson and Travelex in March of this year.

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ABOUT THE SONY ERICSSON WTA TOUR

The Sony Ericsson WTA Tour is the world's leading professional sport for women with more than 2,225 players representing 91 nations competing for more than \$86 million in prize money at the Tour's 53 events and four Grand Slams in 33 countries. More than 4.9 million people attended women's tennis events in 2009 with millions more watching on television networks around the world. The Sony Ericsson WTA Tour season concludes with the Sony Ericsson Championships – Doha 2010 in Doha, Qatar, from October 26-31, and the Commonwealth Bank Tournament of Champions in Bali, Indonesia, from November 4-7. Further information on the Tour can be found on the Internet at www.sonyericssonwtatour.com.

ABOUT PEAK

Peak Sport Products Co., Limited ("Peak Sport" Stock code: 01968.HK) is one of the leading sport products companies in China, which is primarily engaged in the design, research & development, manufacture, distribution and marketing of sports products, including footwear, apparel and accessories under the "Peak" brand. As one of the pioneers in sports market in China, Peak Sport established its foundation in the 80s, and first introduced the Peak brand to the market in 1991. Since then, Peak Sport has grown to be regarded as among the top three most recognized sports footwear and basketball footwear brands in China according to a market survey conducted by Frost & Sullivan in November 2008. Peak Sport focuses on brand building in domestic and international markets and is dedicated to building up a



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strong international brand image and to provide a wide range of premium sports products that are both stylish and functional to professional athletes and consumers. In 2009, Peak had 6,206 authorized Peak retail outlets in China.