



CHINA ERATAT SPORTS FASHION LIMITED

(Company Registration No: 200705552D)

**CEO AWARDED “CHINA TOP 10 OUTSTANDING
CEO WITH GROWTH POTENTIAL FOR THE YEAR 2009”**

The Board of Directors wishes to announce that our CEO, Mr Lin Jiancheng, has been awarded the “China Top 10 Outstanding CEO with Growth Potential for the year 2009” (“2009 年十大最具成长性 CEO”) at the 3rd China CEO Summit Forum 2009 (“2009 (第三届) 中国 CEO 高峰论坛” or “CCSF”) held in Beijing.

CCSF also gave out the following awards at the same Forum:

- Most Outstanding Performer for the year 2009 (“2009 年度人物”)
- Top 10 Outstanding CEO for the year 2009 (“2009 十大杰出 CEO”)
- Top 10 Outstanding Enterprises with Growth Potential for the year 2009 (“2009 十大最具成长性企业”)

For these awards, leaders of the enterprises were evaluated based on their performance in key areas such as management and leadership skills, business strategy and innovation as well as the company’s financial performance. The distinguished panel of judges comprised leaders selected from political, business and academic fields across China.

The Board of Directors would like to extend their heartiest congratulations to Mr Lin for receiving the prestigious award.

By order of the Board

Tan Cher Liang

Company Secretary

19 April 2010



CHINA ERATAT SPORTS FASHION LIMITED

(Company Registration No: 200705552D)

FOR IMMEDIATE RELEASE

CEO AWARDED “CHINA TOP 10 OUTSTANDING GROWTH POTENTIAL CEO OF THE YEAR 2009”

19 April, 2010 - SGX mainboard-listed China Eratat Sports Fashion Limited (中国鳄莱特运动时尚有限公司) (“**China Eratat**” and together with its subsidiaries, the “**Group**”), a leading lifestyle fashion footwear and apparel company based in Jinjiang, Fujian Province, PRC, today wishes to announce that its Chairman & CEO, Mr Lin Jiancheng (林建程), received the accolade of **China Top 10 Outstanding CEO with Growth Potential for the year 2009** (“2009年十大最具成长性CEO”) at the 3rd China CEO Summit Forum 2009 (“2009(第三届)中国CEO高峰论坛” or “CCSF”) held in Beijing.

CCSF also gave out the following awards at the same Forum:

- Most Outstanding Performer for the year 2009 (“2009年度人物”)
- Top 10 Outstanding CEO for the year 2009 (“2009十大杰出CEO”)
- Top 10 Outstanding Enterprises with Growth Potential for the year 2009 (“2009十大最具成长性企业”)

For these awards, leaders of the enterprises were evaluated based on their performance in key areas such management and leadership skills, business strategy and innovation as well as the company’s financial performance. The distinguished panel of judges comprised leaders selected from political, business and academic fields across China.

Said Mr Lin Jiancheng, “I believe this award is not only an honour for me as an individual, but an extraordinary endorsement of our ERATAT brand. I would like to take this opportunity to thank our team who had demonstrated relentless commitment to build ERATAT into a leading player in the industry.”

About China Eratat Sports Fashion Limited

China Eratat is principally engaged in the design, manufacture and distribution of sports footwear, and the design and distribution of sports apparel under its well-established proprietary brand “ERATAT” (“鳄莱特”). The Group’s products are designed for a wide range of activities catering to the sports and casual lifestyles. With its strong focus on brand management, product development and quality, the Group has received numerous awards which include “China Best Public Image Brand” in 2006. Eratat products are sold across 21 provinces/cities in 1685 locations as at the end of 9MFY10.

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.

ISSUED BY	:	CHINA ERATAT SPORTS FASHION LIMITED
CONTACT	:	MS KELLYN TAN
DESIGNATION	:	VP – INVESTOR RELATIONS
AT TELEPHONE	:	+65 9850 0882
EMAIL	:	kellyntan@eratatgroup.com