

XIAMEN, China, Oct. 10, 2013 /PRNewswire/ -- China Xiniya Fashion Limited ("Xiniya" or the "Company" NYSE: [XNY](#)), a leading provider of men's business casual apparel in China, today announced that SeeThruEquity, LLC, an independent investment research and corporate access firm, has initiated coverage of the Company. The report is now available for viewing at the following [link](#)

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Safe Harbor Statement

This news release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "target," "going forward," "outlook" and similar statements. Such statements are based upon management's current expectations and current market and operating conditions, and relate to events that involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and many of which are beyond the Company's control, which may cause the Company's actual results, performance or achievements to differ materially from those in the forward-looking statements. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. The Company does not undertake any obligation to update any forward-looking statement as a result of new information, future events or otherwise, except as required under law.

About SeeThruEquity, LLC

SeeThruEquity, LLC is an investment research and corporate access firm that produces high quality research reports on smallcap and microcap companies with less than \$1 billion in market capitalization. The research is unbiased and not paid-for research. These companies have typically been underserved by the traditional Wall Street analyst establishment. We are unfettered by any ties to investment banking or trading, and distribute our high impact research as an approved contributor on Thomson Reuters One (First Call), CapitalIQ, FactSet, Zacks and StockTwits, as well as to our own audience of investors from our corporate website. We also contribute our financial estimates on companies in our research coverage universe to Thomson Estimates (commonly referred to as consensus or consensus estimates on the Street).

For more information, visit <http://www.seethruequity.com>.

The investment opinions expressed are solely those of SeeThruEquity, LLC. SeeThruEquity, LLC has not been compensated for the preparation of the report on the Company by any third party or the Company.

About China Xiniya Fashion Limited

Xiniya is a leading provider of men's business casual apparel in China. The Company designs and manufactures men's business casual and business formal apparel and accessories, which are marketed under the Xiniya brand, and sells through its distribution network that includes 27 distributors. Its products are sold to consumers at over 1,600 authorized retail outlets owned and managed by third parties located in 21 provinces, five autonomous regions, and four municipalities in China.

This retail network focuses on second and lower-tier cities, where increasing affluence has led to an improvement in living standards and where most international men's apparel brands do not have a significant presence. The Company's target consumers are male working professionals in China

between the ages of 25 and 45 who seek fashionable clothing to suit their working and lifestyle needs. For more information, please visit the Company's website at <http://www.mzcan.com/us/XNY/irwebsite/index.php#>

China Xiniya Fashion Announces Initiation of Coverage by SeeThruEquity, LLC

Written by Australian Business

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