



LI NING COMPANY LIMITED
(李 寧 有 限 公 司)

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2331)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board of directors (the “Board”) of Li Ning Company Limited (the “Company”) is pleased to announce that Mr. James Chun-Hsien Wei has been appointed as non-executive director of the Company with effect from 1 September 2007.

Mr. James Chun-Hsien Wei, aged 50, is currently the Senior Vice President of Avon Products, Inc., Asia Pacific (“Avon”) and is responsible for Avon’s operations in 10 markets, including Japan, Taiwan, Australia, Philippines and India. Before joining Avon in 2003, Mr. Wei spent 19 years at Procter & Gamble where he rose to become the Vice President and General Manager of Procter & Gamble Greater China, overseeing the company’s health and beauty care business in that region. Mr. Wei also serves as an independent non-executive director of 廈門燦坤實業股份有限公司 (Tsann Kuen (China) Enterprise Co., Ltd.), the shares of which are listed on the Shenzhen Stock Exchange. Mr. Wei holds a B.S.E.E from National Taiwan University and an M.B.A from the University of Chicago.

Mr. Wei has entered into a service agreement with the Company for a term of three years commencing from 1 September 2007. He is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the Company’s articles of association. Mr. Wei is entitled to receive an annual director’s fee of HK\$200,000 which is determined by the Board upon recommendation of the Remuneration Committee of the Board by reference to the duties and responsibilities of non-executive directors of the Company and the comparative market conditions.

Mr. Wei does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company. Mr. Wei does not have any interest of shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance as at the date of this announcement.

Save as disclosed above, there are no other matters relating to the appointment of Mr. Wei that need to be brought to the attention of the shareholders of the Company and there is no further information to be disclosed pursuant to the requirements under Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to take this opportunity to welcome Mr. Wei to the Board.

By order of the Board
Li Ning Company Limited
Li Ning
Chairman

Hong Kong, 31 August 2007

As at the date of this announcement, the executive directors of the Company are Mr. Li Ning, Mr. Zhang Zhi Yong and Mr. Tan Wee Seng. The non-executive directors are Mr. Lim Meng Ann, Mr. Stuart Schonberger and Mr. Chu Wah Hui. The independent non-executive directors are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei, Jane and Mr. Chan Chung Bun, Bunny.