



**LI NING COMPANY LIMITED**

**( 李寧有限公司 )**

*(Incorporated in the Cayman Islands with limited liability)*

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**[For Immediate Release]**

**Li Ning Company Limited  
Motivates Professional Sportsmanship &  
Organises “Charity Fair for China Famous Athletes”**

**China Athletic Elites Li-Tie, Li Xiaoshuang & Li Chunyang Meeting Fans in SOGO**

(27 June 2004 – Hong Kong) – **Li Ning Company Limited** (‘Li Ning’ or the ‘Group’; stock code: 2331), one of the leading sports brand enterprises in the PRC, organized today a “Charity Fair for China’s Famous Athletes” to uphold its principle of “Flying high in China Sports” and to develop professional sportsmanship in China and Hong Kong. The event took place at SOGO Hong Kong Ltd, the department store operated and controlled by Lifestyle International Holdings Ltd (Stock code: 1212). Amount raised will be donated to the Department of Sports Science and Physical Education of the Chinese University of Hong Kong.

Guests attending the event, include Mr Li Tie, who plays for Everton, an English Premier League team. He is also a spokesperson for “LI-NING Brand Soccer Sporting products”. Mr Li Xiaoshuang, Olympic champion of Men’s all-round gymnastics (奧運男子全能體操) and Mr Li Chunyang, the high bar champion of World Gymnastics Tournament (世界體操錦標賽) for two consecutive years. The three athletes gave out autographs to those purchasing the LI-NING brand sportswear and footwear donated by Li Ning Company Limited.

Mr Li Ning, Chairman of the organization, Li Ning Company Limited, said, “We proactively participate in global sports events, inject considerable amounts of resources in sponsorship and sales and have become one of the largest sponsors of China’s sports events. It is our honour to invite three internationally renowned Chinese athletes to participate in this meaningful charity fair. On one hand, this can enhance Hong Kong citizens’ awareness of professional sports development. On the other hand, we are delighted and excited to get involved in this meaningful charity event to motivate sports development in Hong Kong. Looking ahead, we will continue to uphold our operation principle of “Flying High in China Sports” and expedite the development of China’s sports industry.”

Li Ning Company Limited would like to give their special thanks to SOGO Hong Kong Ltd for their kind support in venue arrangement.

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## ***Company Background***

Li Ning Company Limited is one of the leading sports brand enterprises in the PRC. The Group has its own branding, research, design, manufacturing, distribution and retail capabilities. The Group's products include footwear, apparel and accessories for sports and leisure. Some products are sold under its LI-NING brand and others under the KAPPA brand, which is exclusively licensed in the PRC and Macau. Li Ning Company Limited will be listed on the Main Board of the Stock Exchange on 28 June 2004.

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