

[For immediate release]



Li Ning and NBA Announce Strategic Marketing Partnership

Beijing, January 18, 2005 --- Beijing Li Ning Sporting Goods Co., Ltd (“Beijing Li Ning”), a subsidiary of the leading sports brand enterprises in the PRC, **Li Ning Company Limited** (“Li Ning” or the “Group”; stock code: 2331), and the NBA Properties Inc. (“NBA Properties”), the marketing and licensing arm of the global leader in basketball and sports marketing, National Basketball Association (“NBA”), announced their agreement to enter into a strategic marketing partnership, creating a historic alliance.

Under the agreement, Beijing Li Ning has the right to use the logos and names owned by NBA Properties and designations as “Official Sponsor of the NBA” for promoting the LI-NING brand and its athletic footwear. Beijing Li Ning shall sign selected NBA Players and sponsor NBA related events and programmes for promotional purposes. NBA Properties will provide Beijing Li Ning with certain commercial timeslot in regular season game telecasts by China Central Television.

Mr. Li Ning, founder and Chairman of Li Ning Company Ltd and Mr. Andrew Messick, Senior Vice President of NBA International, presided over an official contract signing ceremony in Beijing.

Commenting on the strategic partnership, Mr. Li Ning said, “There is great synergy between NBA and LI-NING in China. We will benefit from NBA’s popularity and world-class brand image in China and NBA will have the opportunity to tap into our expertise and widespread on-ground presence nationwide.”

“LI-NING is a leading sports brand in China’s rapidly growing sports industry and we are delighted to join forces with them to promote the sport of basketball leading up to the 2008 Beijing Olympics,” said Mr. Andrew Messick.

Mr. Mark Fischer, NBA China Managing Director, added, “This groundbreaking partnership fits well with our long-term strategy to partner with leading Chinese brands such as LI-NING to increase our relevance and reach throughout the China market, particularly in the second and third-tier cities where Li Ning’s market share is very strong.”

- Cont’d -

The Beijing Li Ning-NBA China partnership will cut across several platforms:

NBA Media:

LI-NING basketball and brand campaigns will appear on nationally televised NBA games broadcast across China, as well as on the NBA.com/China site.

NBA Player Endorsements:

Beijing Li Ning will commit to signing NBA player endorsements to multimedia advertising and promotional campaigns, including annual appearances in China.

Basketball Participation and Community Goodwill:

Beijing Li Ning will work with NBA on selected events to grow the game of basketball across China.

- End -

About Li Ning Company Limited

Li Ning Company Limited ("Li Ning") is one of the leading sports brand enterprises in the PRC. It has its own branding, research, design, manufacturing, distribution and retail capabilities. Its products include sports footwear, apparel and accessories for sport and leisure use primarily sold under the Company's own LI-NING brand, and the KAPPA brand, which is exclusively licensed to the Company for use in the PRC and Macau. Li Ning has been listed on the Main Board of the Hong Kong Stock Exchange since June 28, 2004.

About the NBA

With 30 teams in the United States and Canada, NBA games and related programming are broadcast to 212 countries in 42 languages. NBA is a recognized leader in sports marketing, currently maintaining its longest list of fully integrated domestic and global marketing partnerships with the most recognizable brands in the world. NBA players are the most recognized and successful product endorsers in sports, with dozens of players appearing in national and international promotions each season. For more information on NBA, visit NBA.com.

For further information, please contact:

iPR ASIA LTD
www.iprasia.com

Katie Tsui/ Harriet Lau
Tel: (852) 2136 6955/ 3170 6750
Fax: (852) 2136 6068
E-mail: katietsui@iprasia.com.hk/ harrietau@iprasia.com.hk