

[For immediate release]



Li Ning entered into an agreement with NBA player Damon Jones

The first-ever collaboration to inspire a wave of basketball fever in the PRC

(10 January 2006 – Hong Kong) – **Li Ning Company Limited** (“Li Ning” or the “Group”; stock code: 2331), one of the leading sports brand enterprises in the PRC, announced an agreement between the world renowned National Basketball Association (“NBA”) player Damon Jones and the LI-NING brand. It signified an important breakthrough in the development of the sportswear industry in the PRC.

Damon Jones currently plays as a guard at Cleveland Cavaliers. As the first current NBA player forming an agreement with a PRC sports brand, he will be putting on LI-NING’s FEIJIA (Flying Armor) series basketball shoes on every game he plays. This attests to the superior quality of Li Ning’s sports shoes for top-tier professional players.

NBA is the world’s top basketball league. Subsequent to entering into an agreement with NBA as NBA’s official marketing partner, Li Ning’s agreement with Damon Jones accelerated its internationalization development and further boosted the profile and awareness of the LI-NING brand in the international marketplace. According to the marketing and promotion strategy of Li Ning for 2006, Damon Jones will be a key icon for the promotion of the basketball sportswear series, to strengthen and enhance LI-NING brand’s professional image in this segment.

At a signing ceremony announcing the agreement, Mr. Zhang Zhiyong, CEO of Li Ning, said “The Company is committed to developing professional sporting goods for athletes. We have been sponsoring elite athletes and a number of major sports events around the world. Damon Jones demonstrated excellent performance during NBA games which has drawn overwhelming attention from basketball fans in the PRC as well as ours. This agreement will help us bring Li Ning’s basketball sportswear series to new heights. It also marks a major step in Li Ning’s internationalisation strategy. In addition, with the LI-NING brand products appearing once again in the world’s top sports events, we advance further to be a world class sportswear brand.”

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“Professionalism and internationalization have always been our aspiration. With this appointment, we have fostered deeper collaboration with NBA. We will continue to work on this “win-win situation” to make LI-NING brand the most popular professional sportswear brand among basketball players and to exemplify our brand motto – “Anything is possible” during NBA games,” he continued.

Commenting on the agreement, Damon Jones said, “Li Ning is an awesome company, and they've been great so far. The LI-NING brand has an oriental flavour which makes me unique on the court. By having this appointment, I hope more youngsters who love basketball in the PRC can know more about NBA, and basketball lovers around the world can gain more understanding about LI-NING brand's professional basketball products.”

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About Li Ning Company Limited

Li Ning Company Limited (“The Group”; stock code: 2331) is one of the leading sports brand enterprises in the PRC. It has its own branding, research and development, design, manufacturing, distribution and retail capabilities. The Group's products include sports footwear, apparel and accessories for sport and leisure use primarily sold under its own “LI-NING” brand. The Group has established an extensive distribution and retail network in the PRC, of which distributors will manage the franchised “LI-NING” retail outlets under the Group's supervision, while directly manage LI-NING retail stores and concessions. In addition, the Group has set up a joint venture with the France-based AIGLE International S.A. and has obtained the exclusive right to manufacture, market, distribute and sell for 50 years in the PRC, outdoor sports products that bear the trademarks filed or registered by AIGLE.

About Damon Jones

29 years old Damon Jones currently plays at Cleveland Cavaliers as a guard. First played on 5 February 1999 and has always taken up important positions in the team, he recorded his best season last year with Shaquille O'Neal at Miami Heat. This season, he is signed by the Cavaliers and is going to play with LeBron James as team-mates. Damon Jones was rated top 5 3-pt shooter throughout the league. In 2004-05, he made 521 attempts and success 225 shots, having 43.2% accuracy, surpassing the team's performance.

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