

**[For Immediate Release]**



## **Li Ning Enters into Agreement with the National Track & Field Team of the Republic of Sudan**

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### ***Joins Hands to Score Success in 2008 Beijing Olympic Games***

(12 September 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 with the National Track & Field Team of the Republic of Sudan (“Sudan Team”). Pursuant to the cooperation agreement, members of the Sudan Team will put on the training, racing and award presentation outfits under the LI-NING brand in participating the 2008 Beijing Olympics. The Sudan Track and Field team is the latest world-class national sports team sponsored by the Group, following the sponsorship of the Spanish National Men Basketball Team.

The footwear applying the proprietary “LI-NING ARCH” technology to be put on by the Sudan team marked a breakthrough in Li Ning’s product development. To enhance the professionalism and technology level of LI-NING brand sports products, the Group joined hands with two US firms - Exeter Research and DRD Design to develop this new technology. The Group possesses the intellectual property right of this core technology and is now applying for patent. It sets the first PRC home-grown footwear technological platform and attests to Li Ning’s the world leading R&D capability..

As one of the top sports teams in Africa, the Sudan Team has achieved outstanding results in numerous international track and field tournaments. The junior athletes of the team performed especially well in long distance running. For instance, Ms Nawal EL JACK, a key member of the Sudan athlete team, won the bronze medal at the 11<sup>th</sup> World Track and Field Youth Championship held in Beijing not long ago. She is also the gold medal winner of the 400-metre race at the World Track and Field Youth Championship. Her ranking was amongst some of the top tier athletes of the same age.

Commenting on the agreement, Mr. Zhang Zhiyong, CEO of Li Ning, said, “Li Ning takes full advantage of its extensive sports marketing resources and launches effective marketing campaigns to pave the way for 2008 Beijing Olympics. At the recently held FIBA World Championship 2006, the Spanish National Men Basketball Team that we sponsored won the champion and scored record high results in the men basketball history of Spain. As the sponsor of the team, our products were also placed under international spotlight. Likewise, Sudan National Track & Field Team is also a strong team on the track. With the support from LI-NING brand products, the athletes are well positioned to unleash their potential and achieve outstanding performance. We look forward to witnessing winners from different countries in sports apparel of the leading Chinese brand to receive their medals at the 2008 Beijing Olympics. This is also set to raise the professional level of LI-NING products and profile and recognition of our brand in the international arena. ”

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**About Li Ning Company Limited**

Li Ning Company Limited (**stock code: 2331**) (the "**Group**") 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 which are 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. The Group also directly manages its own LI-NING retail stores and concessions. In addition, the Group has set up a joint venture in the PRC with the French company, AIGLE International S.A. ("**AIGLE**") in 2005 under which the joint venture enterprise has been given the exclusive right by AIGLE to manufacture, market, distribute and sell for 50 years in the PRC, outdoor sports products that bear the "AIGLE" trademark registered and owned by AIGLE International S.A.

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