

[For Immediate Release]



Li Ning's Innovation Scored Success at China Advertising Festival

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Advertisements Won Five Major Awards

(13 November 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 the winning of five major awards at the **13th China Advertising Festival** for its unique integration of innovation and Chinese elements to effectively promote the brand and its products.

The 13th China Advertising Festival held by the China Advertising Association is the most authoritative, professional and influential event for the advertising industry in China that defines the highest level of creativity and excellence in production. The awards attest to Li Ning's unrivalled capability in applying oriental flavour to bring out its brand personality to differentiate its sales and marketing activities from other peers.

The award-winning advertisements of Li Ning included "**Canteen Version**" TV commercial for lifestyle footwear promotion during the World Cup, "**Ink Ball**" series TV commercial for the "飛甲"(Flying Armor) series basketball shoes, "**Flying Dunk**" of the "NBA Shadow Play" series TV commercials, and the "**Li-Ning Bow**" print advertisement. These advertisements have won four "**Great Wall Awards**". Encouragingly, the "**Ink Ball**" series made a further step and won the top award, "**Grand Prize of Chinese Element International Creative Festival**".

Li Ning has been utilizing oriental elements in its marketing strategies in recent years. Not only does Li Ning gain recognition from consumers, its creativity and innovation have been highly praised internationally. Earlier this year on 24 May, Li Ning was awarded "**The Most Creative Organization**" at the Inaugural 2006 China Creativity Award Presentation. More importantly, the "**Ink Ball**" TV commercial and the "飛甲"(Flying Armor) series of basketball footwear have won the "**iF Design Award China 2006 Award**", which is a grand industrial design award given by an organization in Germany.

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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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