

**[For Immediate Release]**



**Li Ning 2005 Annual Report awarded “Honorable Mention”  
at the Platinum PR Award Hosted by PR News**

(22 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 is pleased to announce that its 2005 Annual Report entitled “Remarkable Strides” has been awarded Honorable Mention at the Platinum PR Award hosted by PR News, a widely recognised international annual report competitions.

Among the four awardees, Li Ning is the only corporation from Asia given this award. The oriental theme of Li Ning’s 2005 Annual Report not only aroused wide attention from the public but also received recognitions from the investment community. A competition sponsored by the PR News, the Platinum PR Award is a competition open for corporations worldwide. It aims at honoring corporations demonstrating excellence in communications, and annual report is one of the major categories of the competition. The judging criteria of the annual report competition is based on the effectiveness of communication, the presentation of financial results and the overall positioning, design and delivery of company messages.

Mr. Tan Wee Seng, CFO of Li Ning, said, “Our 2005 Annual Report 2005 adopted the theme of ‘Remarkable Strides’ to tie in with our corporate developments. It marks major corporate development steps as we have completed major plans we set out for the year 2005. The Group takes pride in achieving this international award. We always value the importance of investor relations and are committed to enhancing the understanding of our shareholders and potential investors through this report. We will continue to do our best in maintaining high disclosure level to achieve high standards of corporate transparency and corporate governance in the coming years.”

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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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