

[For immediate release]



Li Ning signs up Chuck Hayes of Houston Rockets The 3rd NBA player to wear LI-NING brand basketball shoes at NBA

(11 December 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 signing of an agreement with the National Basketball Association (“NBA”) player, Chuck Hayes, forward of Houston Rockets, to wear LI-NING brand basketball shoes at NBA games. This is the third collaboration between Li Ning and renowned NBA players, following that of Damon Jones of the Cleveland Cavaliers and Shaquille O’Neal of the Miami Heat.

Pursuant to the agreement, Hayes will put on LI-NING brand professional basketball footwear series, including the LI-NING-SHAQ co-brand series products to be launched in January 2007, to conquer NBA games and to bring Houston Rockets to new heights. Hayes is a power forward and is known amongst Chinese basketball lovers for his superb skills, strength and determination. Furthermore, he is widely regarded as an excellent rebounder. NBA experts consider him the “catalyst” for the fast emerging Houston Rockets.

Mr. Zhang Zhiyong, CEO of Li Ning, said, “The agreement with Hayes is a realization of our motto of **“Anything is Possible”**. More importantly, it also demonstrates to the world that the LI-NING brand is accelerating its pace in tapping into the international professional sports market. With the new collaboration with Hayes, Li Ning successfully established a strong trio in its NBA strategy that includes three of the strongest players in different positions - the power forward Chuck Hayes, one of the world’s most talented centre player Shaquille O’Neal and the guard Damon Jones who delivers surprises at critical times. This perfect trio represents the innovative ideas of the LI-NING brand on the allocation of international sports sales resources and illustrates the outstanding performance of the LI-NING brand amidst the highly competitive international sports market.”

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About Li Ning Company Limited

Li Ning Company Limited 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.

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