

(For Immediate Release)



## **Li Ning Company Collaborates with Beijing Sports University to Promote Sports Development in Rural Areas of China**

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### **Charitable “Let’s Play Sports Together” Sports Education Project launched for Sports Teachers in Villages**

(30 April 2007 – Hong Kong) – **Li Ning Company Limited** (“Li Ning” or the “Group”; stock code: 2331), one of the leading sports brand enterprises in the PRC and the Beijing Sports University jointly announced in Beijing to conduct a “Survey on Difficulties and Problems Faced by Sports Teachers in Poor Rural Areas”. This survey follows a charitable project called “Let’s Play Sports Together” launched in 2006 that aimed at promoting sports development in China. The main objective of the survey is to study in detail the difficulties sports teachers in poor rural areas facing at work, daily life and continuing studies, and to address the questions they encounter in these aspects. The ultimate aim is to provide background knowledge to help enhance the quality of teaching and ease the pressure arising from poverty in schools that these teachers work in. The survey is expected to bring positive impact to the promotion of sports in villages and rural areas in China.

All along, Li Ning Company is committed to the promotion of sports education development in primary and secondary schools in poverty-stricken regions. “Let’s Play Sports Together” is a programme dedicated for the purpose of giving children the rights to exercise and enjoy sports activities. Today, this programme has been implemented across various regions, including Lingqiu of Shanxi (山西靈丘), Yilong of Sichuan (四川儀隴), and Miyun and Yanqing of Beijing (北京密雲及延慶), etc. A total of 514 sports teachers have received free training under this project. The highly qualified trainers are experts and sports training professionals from Beijing Sports University and Taiwan GUNGHO TEAM. Tailor-made training programmes comprising basketball, track & fields, aerobics and football are offered according to the specific needs of teachers in different regions. Another main aspiration of the project is to promote knowledge and spirits of Olympic Games among the villagers.

Mr. Zhang Zhiyong, CEO of Li Ning Company, said, “Over 80% of primary schools in China are located in rural villages. Constrained by limitations as to the knowledge of sports teachers, proper sporting venues and equipment as well as financial resources, approximately 16% of children in these rural schools do not have the opportunity to receive formal systematic sports education. As a leading homegrown sports brand enterprise in China and a responsible corporate citizen, we are committed to making contribution to sports development in areas in need and raising the standard of sports education.”

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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 which are primarily sold under its own LI-NING brand. The Group has established an extensive distribution and retail network in the PRC, under which distributors manage the franchised LI-NING retail outlets in congruence with the Group's marketing direction. The Group also directly manages its own LI-NING retail outlets and concessions. In addition, the Group has established a joint venture with AIGLE in 2005 under which the joint venture has been given the exclusive right by AIGLE to manufacture, market, distribute and sell for 50 years in the PRC, outdoor sports products which bear the AIGLE trademarks registered and owned by AIGLE.

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