

[For Immediate Release]



**China's leading sports brand signed with tennis star
Li Ning Company collaborates with top seed Ivan Ljubicic**

(24 September 2007, Hong Kong) **Li Ning Company Limited** ("Li Ning" or the "Group"; stock code: 2331) hosted a signing ceremony in Beijing and announced that the Group joined hands with world-renowned tennis player Ivan Ljubicic. The collaboration makes Li-Ning the first sports brand in China to sponsor a famous tennis player from the ATP (Association of Tennis Professionals).

The president of the ATP Player Council, Ljubicic is ranked No.1 by ATP in terms of the number of aces. Commenting on the collaboration with Li Ning, Ljubicic said, "I share the spirit of the LI-NING brand. Tennis player like myself who spends lots of time on the tennis court, must always bear in mind that 'anything is possible', especially when I am totally focused on serving a ball. LI-NING is a leading sports brand in China and I am honoured to be able to work with this top-notch sports enterprise. I believe LI-NING brand products will certainly help enhance my performance on the tennis court." Ljubicic has already wore LI-NING's products during the US Open in August, and he will appear on the tennis court in LI-NING's tennis products in future, including apparel, footwear and other accessories. And during the China Open 2007, Ljubicic was also seen fighting in the tennis court with LI-NING's products.

William Wu, Vice President of Li Ning Company Marketing System said, "Ljubicic is an ace leader who constantly challenges other top tennis players around the world, while Li Ning is a tough player in the sports goods area and always seeks to challenge itself to the highest international standards. Li Ning and Ljubicic share the same vision and such was the key factor in sealing this partnership. We began to offer tennis products since 2003 and at present, tennis products have become one of the key sports product series of the Group. Li Ning signed up China's promising tennis player Sun Shengnan in 2004. Then in 2006, we established a strategic partnership with ATP. Indeed, the collaboration with Ljubicic demonstrates our ambition in the international tennis scene."

Ivan Ljubicic's biography

Nationality: Croatia

Birthday: 19 March 1979

Height: 1.93m

Weight: 86kg (190lbs)

Plays: Right-handed

Turned Pro: 1997

Style: Semi-western grip on the right hand, strong single back-hand and forehand/backhand on the base line, steady and speedy serve from unpredictably artful angle, aces often carry a speed of over 200km/hour

- Ranked No. 1 in aces (682) in the ATP tennis ranking, No. 2 in direct scoring (88%), No. 4 in service games won (88%), No. 6 in break point (67%).
- Highest ranking: 3rd (May 2006),
- Bronze medalist in doubles at 2004 Athens Olympics Games.
- Attended the China Open 2006 in the capacity of a top seeded player; and participated in the China Open 2007 as a spokesperson for the event.
- Since the beginning of 2005, Ljubicic has maintained the record as the number one in aces at ATP events (the serve falls within the service box whereas the opponent fails to catch the ball, resulting in a score for the player).

Ljubicic is ranked No.1 in terms of the number of aces and No.2 in terms of direct scoring. His aces often carry a speed of over 200km per hour. The high accuracy and efficiency of his aces often make the highlight of his games. His highest ranking was No.3 in 2005. As the president of the ATP Player Council Ljubicic is one of the most famous figures in the tennis world and has won recognition worldwide.

- End -

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 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. In April 2007, the Group officially launched a new brand called Z-DO. Z-DO's products include sports footwear, apparel and accessories, and primarily targets the hypermarkets as its sales channel.

For further information, please contact:

iPR Ogilvy Ltd.

Kent Lau/ Canny Lo/ Antonia Au

Tel: (852) 2136 8059 / 3170 6753/ 2136 6176

Fax: (852) 3170 6606

Email: kent.lau@iprogilvy.com/ canny.lo@iprogilvy.com/ antonia.au@iprogilvy.com