

**For Immediate Release**



**Li Ning Reaches New Heights with Pole Vault Queen Elena Isinbayeva**

(3 March 2009 – Hong Kong) Li Ning Group Limited (“Li Ning” or the “Group”; HKSE stock code: 2331), one of the leading sports brand enterprises in China, announced that it signed up Elena Isinbayeva (“Isinbayeva”), the two-time Olympics gold medalist, third-time winner of International Association of Athletics Association’s World Athlete of the Year and 26<sup>th</sup> time world record breaker. Elena Isinbayeva will become a member in Li Ning’s star-studded family of sponsored athletes.

Leveraging on its strengths in product design, research and development, Li Ning will help Isinbayeva to push new boundaries in the future by tailor-making most technologically-advanced set of competition and training gear for her.

Isinbayeva said, “I love the LI-NING brand for its unique touch of oriental elements. The LI-NING has embarked on its journey in internationalization and gradually becomes an important force in the international sports scene. I am sure Li Ning will design and manufacture a perfect set of gear, helping me to achieve outstanding results in various competitions in the years to come. I look forward to wearing the LI-NING gear and showing the world Li Ning’s vision, *Anything is Possible.*”

Mr. Zhang Zhi Yong, CEO of Li Ning Company Limited, said “Isinbayeva epitomizes the highest standards in the world’s contemporary athletics scene. Together with other world-renowned athletes such as Shaquille O’Neal, Baron Davis, Ivan Ljubicic, and sports teams including the Spanish National Basketball Team and the Argentine National Basketball Team, Isinbayeva will become one of the core focuses with respect to our international sports resources. The collaboration raises the bar of Li Ning’s research and development efforts in athletics, enabling us to better serve our sponsored athletes.”

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## About Li Ning Company Limited

Li Ning Company Limited (“the Group”) is one of the leading sports brand enterprises in the PRC. It is in possession of capabilities for building and management of proprietary brands, research and development, design, manufacturing, distribution and retail. The Group’s products include footwear, apparel, accessories and equipments for sport and leisure uses. The Group has established an extensive supply chain management system, and a distribution and retail network in China primarily through outsourcing of manufacturing operations and distribution via franchised agents. The Group also directly manages retail outlets and concessionary counters for its proprietary “LI-NING” brand.

The Group adopts a multi-brand strategy to harness its business development. In addition to its core proprietary “LI-NING” brand, the Group distributes sports products via hypermarket channels under its “Z-DO” brand. The Group has establish a joint venture with AIGLE to manufacture, market, distribute and sell outdoor sports products under the French brand "AIGLE" in the PRC. Through an acquisition, the Group secured the controlling interest in Shanghai Double Happiness Co., Ltd, which is engaged in manufacturing, research and development, marketing and distribution of table tennis and other sports equipment under the “Double Happiness” brand. The Group has entered into an exclusive 20-year license agreement with LOTTO to develop, manufacture, market and distribute the licensed products under the Italian sports fashion brand “LOTTO”.

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