

For immediate release



Li Ning Inks Deal with the Chinese National Badminton Team

*** * ***

Marks New Era in the Development of Badminton in China

(23 April 2009 – Hong Kong) Li Ning Company Limited (“Li Ning” or the “Group”; HKSE stock code: 2331), one of the leading sports brand enterprises in China, announced the signing up of the Chinese National Badminton Team. Following the Group’s partnerships with the Chinese Table Tennis, Gymnastics, Shooting and Diving Teams, the Chinese National Badminton Team is the 5th gold medal team sponsored by the Group.

Endorsing the collaboration, Mr. Liu Feng Yan, Head of Badminton and Table Tennis, General Administration of Sports of China, said, “Ever since its inception, the LI-NING brand has been actively involved in the promotion of various sports in China. It has also made significant contribution in sports development in China. We believe the collaboration between Li Ning and the Chinese National Badminton Team will accelerate the development of badminton in China as well as the rest of the world.”

Mr. Li Yong Bo, general coach of the Chinese National Badminton Team, also expressed affirmation to the cooperation, “The research and development team of Li Ning has ample understanding of the latest trends in badminton technology. Thanks to the coordinated efforts of both sides, the performance and experience of Li Ning’s professional gear has received approval from all athletes. Indeed, the gear has met and even surpassed their professional needs. Throughout the years, we have been looking for professional, tailor-made and systematic services. And, Li Ning has it all. I believe the huge support from Li Ning can surely help the Chinese Badminton Team to further enhance its performance.”

Mr. Li Ning, Chairman of the Group, said, “By entering into the badminton market, the Group will fully honour its commitment as a Chinese brand. We will strive to enhance the popularity, participation rate and influence of badminton in the world.”

Mr. Zhang Zhi Yong, Chief Executive Officer of the Group, said, “According to a survey conducted by the General Administration of Sports of China, badminton ranks second in terms of participation in China. The collaboration represents an important part of the Group’s strategies. In addition to providing top-notch, professional gear to the Chinese National Badminton Team, the Group will endeavour to enhance the popularity and development of badminton by leveraging on the Group’s strong brand name and promotion platform as well its professional experience in integrated marketing and sports sponsorship. We are fully confident about our cooperation with the Chinese National Badminton Team and we believe that the LI-NING brand will surely become the leading brand in the badminton industry through its persistent contribution in badminton.”

-Cont’d-

The Chinese National Badminton Team will be in full LI-NING gear in the coming Sudirman Cup tournaments in May, the first international event under this sponsorship agreement.

-End-

About Li Ning Company Limited

Li Ning Company Limited ("the Group") is one of the leading sports brand enterprises in the PRC, possessing brand marketing, research and development, design, manufacturing, distribution and retail capabilities. The Group's products include footwear, apparel, accessories and equipment for sport and leisure uses. The Group has established an extensive supply chain management system, and a distribution and retail network in the PRC primarily through outsourcing of manufacturing operations and distribution via franchised agents. The Group also directly manages retail stores for the LI-NING brand.

The Group adopts a multi-brand business development strategy. In addition to its core LI-NING brand, the Group distributes sports products under its Z-DO brand via hypermarket channel. The Group has established a joint venture with AIGLE under which the joint venture has been granted an exclusive right by AIGLE to manufacture, market, distribute and sell outdoor sports products under the French brand AIGLE for 50 years in the PRC. In 2008, the Group acquired a controlling interest in Double Happiness, which together with its subsidiaries, are principally engaged in manufacturing, research and development, marketing and sale of table tennis and other sports equipment under the Double Happiness brand. In 2008, the Group also entered into an exclusive 20-year license agreement with Lotto to develop, manufacture, market, distribute and sell the licensed products under the Italian sports fashion brand Lotto in the PRC.

For further information, please contact:

iPR Ogilvy Ltd.

Maureen Lai/ Philip Lo/ Peter Chan/ Canny Lo

Tel: (852) 2169 0847/ 3170 6754/ 2136 6955 / 3170 6753

Fax: (852) 3170 6606

Email: maureen.lai@iprogilvy.com / philip.lo@iprogilvy.com /
peter.chan@iprogilvy.com / canny.lo@iprogilvy.com