

**For immediate release**



**Li Ning gears up for 2009 East Asian Games Hong Kong as a Diamond Partner**

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(27 August 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, says its team has completed the necessary preparation for a full rollout of its sponsorship in the 2009 East Asian Games Hong Kong (“2009 EAG”) to be held in December this year as a Diamond Partner.

The theme of the 2009 EAG, "Be the Legend", matches well with Li Ning’s core sports DNA culture and the desire to score new records. As one of the 16 sponsors in the highest “Diamond Partner” category in the event and the only sports brand sponsor, Li Ning will supply a specially-designed range of professional apparel for the torchbearers, official staffs, referees and volunteers of the event. All apparel is designed by the design team led by Vivienne Tam, the famous international designer.

Mr. Zhang Zhi Yong, Chief Executive Officer of the Group, said, “The success in hosting the Beijing Olympics last year strengthened the Central Government’s determination in grooming China into a sports superpower. We are glad to be part of this process and honoured to have this high-level participation in the 2009 EAG. We believe that sports help ignite our people’s desire to perform and overcome challenges and work with others in teams, a process that is conducive to the well-being of China as a modern, civilized country.”

A highlight of 2009 EAG in the run-up to the actual event dates in December will be the 100-day Countdown Torch Relay to be held in Hong Kong on August 29. With great pleasure, Mr. Li Xiaopeng, one of the gold medalists of the 2008 Beijing Olympics, will represent Li Ning and join the league of 65 torchbearers.

2009 EAG is one of Asia's showpiece athletic gatherings featuring top-class athletes from nine participating countries and regions: The People's Republic of China, Democratic People's Republic of Korea, Hong Kong China, Japan, Korea, Macau China, Mongolia, Chinese Taipei and Guam. More than 3,500 athletes, the largest number of athletes ever to compete in the EAG will compete for 262 Gold medals in a record-breaking count of 23 sporting events.

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### **About Li Ning Company Limited**

Li Ning Company Limited 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. In 2009, the Group completed acquisition of Kason, which is principally engaged in the research and development, manufacture and sale of professional badminton equipment under the Kason brand such as rackets, strings, shuttlecocks, apparel, footwear and accessories.

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