

For immediate release



Li Ning Announces Same-store Sales Performance for 3Q2009 and National Day Holiday

(19 October 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, today announced that the Group’s same-store sales (“SSS”) growth for the third quarter of 2009 declined by 8.2% as compared to the same period last year, while its SSS growth during the National Day Holiday declined by 5.3% as compared to the same period last year. The Group believes that the decline in SSS growth was mainly due to the following factors:

1. The sales of sports goods achieved a short-term significant growth during the Beijing Olympic Games in 2008, resulting in a very high base for the 3rd quarter of 2008;
2. In 2008, the National Day and Mid-Autumn Holidays started from September, and hence the SSS in September 2009 was soft on a comparable basis;
3. The negative SSS growth during the National Day Holiday was due to the fact that the average temperature during the National Day Holiday was about 2-3 degrees higher than the same period last year, which affected the sales of autumn and winter apparel.

Nevertheless, benefited by the growth of newly-opened stores in the previous year and this year, sell-through still maintained a relatively higher growth as compared to the industry level. At present, the Group has more than 7,000 LI-NING brand stores, meanwhile inventory at the retail level stays at a healthy state.

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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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