

**For Immediate Release**



**Li Ning reported sales order growth of 15.4% during the  
Second Quarter Trade Fair for the FY2010**

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(17 November, 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 successful conclusion of LI-NING Brand Products Trade Fair (“Trade Fair”) for the second quarter of the financial year 2010. Total order value increased by 15.4% year on year. For footwear products the average retail price increased by 3.1% while volume increased by 1.2%. The average retail price of apparel products increased by 6.4% while order volume increased by 16.1%.

“The results of this Trade Fair represented an improvement from those of the first quarter. This is in line with our management projection, representing a gradual revival of distributors’ sentiment about the future as consumer confidence strengthens. Our outlook for the sporting goods market in China this year continues to be cautiously optimistic. We believe growth will spur throughout 2010 from a relatively modest starting point at the beginning of the year. We shall continue to strive for performances above the market average leveraging our strong brand, product design, research and development capabilities, and our edges in supply chain and distribution network management,” said Nicholas Chong, Chief Financial Officer of Li Ning Company Limited.

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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 equipments 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 outlets and concessionary counters for "LI-NING" brand.

The Group adopts a multi-brand strategy. In addition to its core "LI-NING" brand, the Group distributes sports products under its Z-DO brand via hypermarket channels. 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 has acquired the controlling interest in Shanghai Double Happiness Co., Ltd, which is principally engaged in manufacturing, research and development, marketing and distribution of table tennis and other sports equipment under the "Double Happiness" brand. The Group has also entered into an exclusive 20-year license agreement with Lotto in 2008 to develop, manufacture, market and distribute the licensed products under the Italian sports fashion brand "Lotto" in the PRC. In 2009, the Group completed its acquisition into Kason, which manufactures, distributes and conducts R&D work on rackets, strings, balls, apparels, footwear and accessories for the badminton sport.

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