

**For immediate release**



## **Li Ning Debuts Badminton Store in Hong Kong**

*Further Establishes LI-NING as a Global Sporting Brand*

(4 December 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, announces the opening of its LI-NING badminton store in Hong Kong on Cameron Road in Tsim Sha Tsui in the heart of the city’s hottest shipping district in a move that further establishes LI-NING as a global sporting brand.

Gracing the store launch in a ribbon-cutting ceremony were the Guests-of-Honour Mr. Timothy Fok, President of Sports Federation and Olympic Committee of Hong Kong; Mr. Li Furong, the former Deputy Director of General Administration of Sport of China and the veteran Honorable Deputy Chairman of Chinese Badminton Association; Mr. Liu Fengyan, Director of Table-tennis and Badminton Center of General Administration of Sport of China and Vice Chairman of Chinese Badminton Association; Mr. Zhang Zhiyong, Chief Executive Officer and Executive Director of Li Ning Company Limited and Mr. Nicholas Chong, Chief Financial Officer and Executive Director of Li Ning Company Limited.

Landing a foothold in Hong Kong constitutes an important step of the global expansion of the LI-NING brand. In line with Li Ning’s strategy to groom badminton into a pillar sports event of the Group, the Hong Kong store specializes in badminton products targeting the high-end and mid-end of the market, including the Chinese National Team Collection and the CORE Series.

Mr. Zhang Zhiyong, CEO of the Group, said, “LI-NING has destined to become a global brand from the outset and picked Hong Kong as the conduit to connect to consumers from around the world. As a metropolitan city Hong Kong has long been a destination for global brands. Consumers in Hong Kong are well-known for their unrivaled sensitivity to cutting-edge fashion trends and capacity to adapting to foreign trends and cultures. LI-NING is no stranger to consumers in Hong Kong. As such, the Group believes that badminton, a sport event that is very popular in Hong Kong, will be able to help create association between LI-NING as a sports brand and consumers, paving the way for LI-NING to expand into other overseas markets.”

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Mr. Timothy Fok, President of Sports Federation and Olympic Committee of Hong Kong, said, "The Beijing Olympics 2008 and the Hong Kong East Asian Games 2009, which is about to open, have enhanced the enthusiasm of Hong Kong people in sports, making them increasingly adopt sports as part of their daily lives. This enthusiasm helps them strengthen their bodybuilt, polish their willpower, train up their stamina and sharpen their determination. Li Ning has been actively participating in sports events and has been collaborating with many world-class athletes to rewrite records in major sports events over the years. I am confident that Li Ning's expansion into Hong Kong will contribute positively to the Hong Kong sports sector.

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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, 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.

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