

**For Immediate Release**



**Li Ning Reported Sales Order Growth of 20.3% during the  
Third Quarter Trade Fair for the FY2010**

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(9 April, 2010 – 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 third quarter of the financial year 2010. Total order value increased by 20.3% year on year. For footwear products the average retail price increased by 11.1% while volume increased by 0.5%. The average retail price of apparel products increased by 7.6% while order volume increased by 20.7%.

“The stronger order book growth for the third quarter as compared to the previous two trade fairs demonstrated a gradual revival in sentiment among distributors, thanks to the continued strength of domestic consumption in China. We expect the market to begin a steady recovery in the second quarter of 2010. The Group will continue to adopt a proactive, yet prudent, strategy to deploy more resources in building our core competencies and competitiveness relating to brand and product. We will also continue to improve ourselves in the area of integrating the product, retail management and communication with consumers so as to achieve stable operation and steady growth, hence creating even greater value for our shareholders,” 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 mainly include footwear, apparel, accessories and equipment for sport and leisure uses under its own LI-NING brand. 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. The Group has a controlling interest in Shanghai Double Happiness, which together with its subsidiaries are principally engaged in manufacture, research and development, marketing and sale of table tennis and other sports equipment under the Double Happiness brand. A member of the Group has also entered into an exclusive 20-year license agreement with Lotto Sport to develop, manufacture, market, distribute and sell licensed products under the Italian sports fashion brand Lotto in the PRC. The Group has also acquired the entire issued share capital of Kason Sports, which together with its subsidiary are principally engaged in the research and development, manufacture and sale of professional badminton equipment.

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