

For immediate release



Li Ning Announces Same-store Sales Figures for 1Q2010 and the May Labour Holidays

(14 May 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, today announced that the Li-Ning brand’s same-store sales growth (“SSSG”) for the first quarter of 2010 as compared to the same period last year was 5%. This is mainly attributable to the fact that the relatively colder weather impacted overall sales in the first quarter of 2010. This impact was more pronounced in the northern and eastern regions, where temperature was 4 – 5 degree Celsius lower than normal. Sales in the southern region, however, was unaffected. Benefiting from a more favourable weather and an improvement in consumption sentiment, the SSSG during the May Labour Holidays (May 1- May 3) was 6.6% compared to the same period last year.

Mr. Nicholas Chong Yik Kay, Chief Financial Officer and executive director of Li Ning said, “From a macroeconomic perspective, stimulation of domestic consumption remains the main objective of the Central Government’s policies. To tackle the effect of unfavourable weather conditions in the first quarter, the Group slightly increased its retail discount rate to 21%. In fact this year, the growth of our retail level sell-through is better than our sell-in, and the inventory level not only remained healthy but also further improved since the beginning of the year. With improving weather conditions, we expect the sectors’ recovery will gather pace gradually, while the forthcoming World Cup and Guangzhou Asian Games bode well for the sporting goods industry. The Group will further enhance its competencies in the areas of brand innovation and product innovation to uplift its brand influence as well as to improve store efficiencies while striving to attain our SSSG target for the whole year at 10%.”

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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 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 LINING 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 the 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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