

For Immediate Release



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

(11 June, 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 fourth 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 7.8%, while volume increased by 1.0%. The average retail price of apparel products increased by 17.9%, while order volume increased by 10.9%.

Mr. Zhang Zhi Yong, Chief Executive Director of Li Ning, said, “The increase in the average retail price is in line with the Group’s long term strategy, as we put more emphasis on the long term value of our brand. In addition, our continued efforts in brand building, product R&D and design will provide support to our pricing strategy. ”

During the Trade Fair, the Group launched a number of popular items, including a new product line in collaboration with some famous designers as well as a series of products specially designed for the upcoming Asian Games, which all drew encouraging response from distributors.

As far as the market situation is concerned, Mr. Zhang commented, “Despite the continued improvement in order book growth, we need to be aware that the Trade Fair is the equivalent of a spot purchase mechanism, which relies on the combined judgment of the distributors and brand companies about the market outlook for the next six months. Meanwhile, our internal tracking research suggests that the discrepancy between sell-in and sell-through in the industry will continue for some time. We will remain vigilant of the changes in the market and hold a cautiously optimistic view on the overall growth in the industry this year.”

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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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