

For Immediate Release



**Revitalization of the LI-NING Brand Takes
China's Sporting Goods Industry to the Next Level**

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**Strengthens Brand Loyalty through
In-depth Communication with New Age Consumers**

(30 June 2010 – Beijing, Hong Kong) **Li Ning Company Limited** ("Li Ning" or the "Group"; HKSE stock code: 2331), one of the leading sports brand enterprises in China, unveiled today in Beijing its much anticipated revitalization plan for the LI-NING brand.

This milestone event was hosted at the Group's headquarters in Beijing and witnessed by the founder Mr. Li Ning, the management, the key investors, Li Ning's five major gold-medal-winning teams and other delegates as the Group is about to celebrate its 20th anniversary.

The LI-NING brand, through its two decades of rapid development, has become an accomplished leader in sports brands in China. It has been harnessing the evolution of sports culture and value system of consumers in China. With its intuitive market judgment, the LI-NING brand has long been fostering strong momentum for a review in sports culture that will take the whole sporting goods industry in China to the next level. Taking reference with its in-depth research into the maturity cycle of the market, industry growth drivers, competition landscape analysis and positioning and consumption trends, the LI-NING brand proactively adopted a re-invention approach. This approach kicked start a three-year preparatory phase which saw the brand's DNA reconfigured and the brand's systems reintegrated to give birth a new personality and attitude for the LI-NING brand.

The move that attracted most of the attention is the change in the brand's iconic logo and slogan. The Group unveiled in the event the brand's new logo and new slogan "Make The Change". The new logo displays a modern interpretation of the iconic attributes of the original logo in a modern design language that spells out a global perspective. Not only has the new logo narrated the rich visual heritage of the classic "LN" symbol, it has also subtly outlined the "Li Ning Cross" gymnastic posture invented by Mr. Li Ning. The new logo has effectively communicated the brand's sports values using the resemblance of its shape to the Chinese character "人" which means people, encouraging everybody to express and actualize himself through sports. It features a cleaner cutting to convey a tough, motion- and energy-rich silhouette. The new slogan "Make The Change" is adapted from a new brand manifesto that speaks out the evolution from "dare to think" to "dare to do", encouraging everybody to embrace changes and breakthroughs. It is a calling to a new breed of consumers, the "Generation 1 Creators."

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Mr. Zhang Zhiyong, CEO of the Group, said, "We believe the Generation 1 Creators are born. This is what initiated our urge for a change. These people have global visions. They love innovations. They demand high product quality. They are giving new meaning to sports. To gain their recognition, we need to become more sensitive, more refreshed, more energetic and have stronger personalities. The LI-NING brand and all young people are eager to express and actualize themselves. We are communicating with them in a new language. People will gradually notice that the LI-NING brand is gradually evolving into a young fellow with light-hearted wit, who is true to life, curious and inventive!"

This "young fellow" has a strong urge to pursue excellence and championships. He has sports in his blood: this is the first professional sports brand ever established by a true Olympic champion athlete. Mr. Li Ning said, "I am proud to have lived such an extraordinary life. No matter whether I am on the peak or in the trough, I always tell myself: I am an athlete. An athlete always needs to be proactive and aggressive on sports fields. It is this far-sightedness that earns us the opportunity to be the ultimate winner." From the early 1990s when the LI-NING brand was first established until now the brand revitalizes itself to communicate with Generation 1 Creators, Mr. Li Ning spoke with charm, "I feel like I am a Li Ning born after the 1990s."

A Li Ning born after the 1990s constitutes the main theme of the advertizing campaign for this brand revitalization exercise. This Li Ning born after the 1990 is not going to be a book to be judged only by its cover. Behind this facelift, the Group carried out a number of revitalization moves at the institutional level, including systemic upgrading of its sports events planning, business geographical breakdown, product research and development and design. The Group also unveiled today new product collections that carry rich new features: the "Athletic Pro" collection of top-notch sports equipment for professional athletes, the multi-function "Urban Sports" collection for light urban sports, the all-orange-colour "Brand Heritage" collection that illustrates the brand equity, and the "Crossover" collection that collaborates local and foreign design talents.

The original logo and the legacy "Anything is Possible" slogan of the LI-NING brand are not retiring. They will become part of the Group's brand assets and be appropriately deployed. Societal and business leaders attending the event, including Mr. Long Yongtu, Mr. Zhang Weiyong, Mr. Liu Chuanzhi, Mr. Wang Shi, all agreed that revitalization of the LI-NING brand is an illustration of a strong courage and sends a strong signal urging the sporting goods industry in China to proceed to the next level.

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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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