

**For Immediate Release**



**LI NING COMPANY LIMITED**

**( 李寧有限公司 )**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2331)**

**The LI-NING Brand Celebrated its 20th Anniversary  
Taking a Bold Step to Becoming a World-class Brand**

(10 August 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, celebrated the 20th anniversaries of the Company and its core brand, the LI-NING brand in a event hosted at its headquarters in Beijing on 6 August 2010.

The event received strong support from all constituents of the society and was attended by Cai Zhenhua, Deputy Director-General of General Administration of Sports of China; Huang Yubin, Deputy Head of the National Gymnastic Sports Management Centre and Principal Coach of the Chinese National Gymnastics Team; Zhou Songqing, Member of the Standing Committee of the Jingmen CCP, Hubei and Executive Vice Mayor of Jingmen City and other key government officials of Jingmen City.

Mr. Li Ning, Chairman of the Group outlined in the event his intellectual roadmap in managing the Group in the last two decades, “In these 20 years, Li Ning has been transforming from a small company driven by experiences and intuition to a modern enterprise managed by a team of professional managers based on well-defined strategies. During these 20 years, from “Anything is Possible” to “Make the Change”, the LI-NING brand has weathered challenges from the market well and has evolved from an infant into an energetic young man fond of taking challenges.”

“Today, the changes for the LI-NING brand go well beyond a change of logo. The LI-NING brand needs to pursue a better-defined strategic positioning, more innovative ways of thinking, operating systems that highlight features of sports brand management, and professional capabilities that are more competitive. The step we take today is a determined one that will take us to becoming a world-class brand as we integrate our resources in brand management, sports marketing, product designs, technological innovations and human resources onto a global platform.”

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Coinciding with this exciting moment, the Group is pleased to announce that the LI-NING brand was ranked 19th in the Forbes 2010 Most Valuable China Brands, up four notches from the same table released in 2007, and the second fastest growing on the list. The list valued the brand at RMB5.77 billion, up RMB1.4 billion from the 2007 estimate, representing an average compound annual growth rate of 60%. The list's adjudication panel considers that the gap between the LI-NING brand and international brands has been narrowed significantly through the brand's strategy of developing its benchmark sports, its ongoing effort in creating differentiation, its establishment of overseas research and development centres and its deep involvement in Beijing Olympics 2008 and Shanghai 2010 World Expo.

Mr. Zhang Zhiyong, CEO of the Group, said, "These observation and conclusion are in agreement with the brand revitalization strategy for the LI-NING brand announced earlier. The position that the LI-NING brand earned on the Forbes 2010 Most Valuable China Brand is a result of the Group's ongoing efforts in brand building. This result fuels our courage to work even harder towards our goal of becoming a world leading brand. Leveraging this 20th anniversary milestone, the LI-NING Brand will adhere to its brand manifesto, 'Everybody can become a legend' and continue to innovate and improve the quality of its products while invigorating and highlighting its personality. We shall leverage this global vision and perspective to change ourselves and the sporting goods industry in China as a whole."

Forbes 2010 Most Valuable Brands

Rank in 2010	Rank in 2007	Brand	Brand Value in 2010 (RMB'billion)	Brand Value in 2010 (RMB'billion)	CAGR (%)
1	1	China Mobile	2,02.86	3,13.00	-13
2	4	China Life	99.51	64.00	+16
3	2	China Construction Bank	96.20	83.00	+5
4	5	ICBC	77.70	46.00	+19
5	3	Bank of China	68.42	82.00	-6
6	7	Ping An of China	56.97	21.00	+39
7	9	China Merchants Bank	23.20	13.00	+21
8	*	Tencent	22.96	--	--
9	8	Moutai	21.43	13.00	+18
10	*	China Pacific Insurance	15.35	--	--
11	12	Bank of Communications	12.77	9.30	+11
12	11	Lenovo	10.11	9.70	+1
13	17	Wuliangye	8.81	3.50	+36
14	*	Tsingtao Beer	8.48	--	--
15	*	Pudong Development Bank	8.14	--	--
16	*	Luzhailiao	7.38	--	--
17	25	Baidu	6.95	1.10	+85
18	*	CITIC Securities	5.88	--	--
<b>19(↑4)</b>	<b>23</b>	<b>LI-NING</b>	<b>5.77</b>	<b>1.40</b>	<b>+60</b>
20	*	Dong Feng Motor	5.33	--	--

\* Yet to be ranked in the 2007 list (Source: Forbes China)

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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 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 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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