



LI NING COMPANY LIMITED

(李寧有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

**Li Ning Partners with Australian Sportswear Specialists SKINS
to Launch the World's Leading Gradient Compression Sportswear**

(8 September 2010 – Hong Kong) – Li Ning Group Limited (“Li Ning” or the “Group”; HKSE stock code: 2331), one of the leading sports brand enterprises in China, announced their partnership with Australian sportswear specialists, SKINS, to launch superior-quality LI-NING SKINS gradient compression sportswear in China. This is another important strategic move by LI-NING following its recent brand revitalization and marks a new beginning for a cooperation between a domestic sports brand and an international high-tech sportswear brand in the field of marketing and R&D. LI-NING SKINS gradient compression sportswear integrates advanced technology to provide powerful support for professional athletes and sports lovers, which offers them a brand new sporting experience.

Over the past 20 years, LI-NING has carried out various forms of cooperation with many reputable companies such as Michelin, DuPont and 3M in a variety of fields including design, R&D and product development. This time, with an insight into authentic sports, LI-NING chose to partner with SKINS, a company devoted to gradient compression sportswear. Riding on LI-NING’s powerful sports resources and extensive experience in the sports industry, gradient compression technology is sure to gain greater popularity in China. The bilateral marketing and R&D cooperation will offer an extraordinary scientific and technological boost to China’s sports development.

Bio-acceleration technology is the biggest secret behind LI-NING SKINS gradient compression sportswear, which was tested by the five LI-NING-sponsored gold-medal teams, namely the Chinese National Diving, Gymnastics, Badminton, Shooting and Table Tennis teams. The products were also welcomed by elite world athletes such as Elena Isinbayeva and Baron Davis. The technology combines special material with scientific tailoring targeted at different parts of the body. This can not only increase muscle power and reduce muscle vibration, but also improve blood circulation, effectively remove lactic acid, markedly improving the wearer’s sporting ability and helping them gain a crucial advantage in competition. In addition, LI-NING SKINS gradient compression sportswear allows the body to thermo-regulate in a variety of external temperatures and therefore keeps the skin comfortable and fresh. At the same time, the material has anti-bacterial and odour prevention functions built in, as well as UPF 50+ ability to block harmful UV rays. It is noteworthy that the gradient compression products are the only ones to have been endorsed by the Australian Physiotherapists Association and are selected for use by the world’s elite sport physiologists, federations, teams and individual athletes.

Mr. Zhang Zhiyong, CEO of the Group said, “SKINS is an extremely professional sportswear company. LI-NING is very happy to select such a partner, one that we respect and can learn a lot from. The bilateral collaboration, on one hand, will fill a gap in the market and bring Chinese consumers the professional LI-NING SKINS gradient compression sportswear and on the other hand, will give LI-NING-sponsored national teams and athletes the benefit of the gradient compression technology to inspire them to challenge even higher limits. This cooperation will greatly promote sports development in China. LI-NING is looking forward to partnering with SKINS to ‘Make the Change’ with greater vitality and power!”

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Jaimie Fuller, CEO of SKINS said, "By teaming up with LI-NING, we have found the best partner here in China. Having taken off successfully in Europe and in Australasia, we are now ready to expand across the entire Chinese market. I believe that the partnership between our two powerful companies will be long and fruitful as we make the change together with LI-NING for even greater success!"

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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 sports 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 (i) distributes sports products under its **Z-DO** brand via hypermarket channel; (ii) manufactures, markets, distributes and sells outdoor sports products under the French brand **AIGLE** in the PRC, the exclusive right of which was granted to a joint venture established with Aigle International S.A.; (iii) engages in manufacture, research and development, marketing and sale of table tennis and other sports equipment under the **Double Happiness** brand through a subsidiary in which the Group has a 57.5% interest; (iv) develops, manufactures, markets, distributes and sells the licensed products under the Italian sports fashion brand **Lotto** in the PRC under an exclusive license granted by a company owned by Lotto Sport Italia S.p.A.; and (v) engages in the research and development, manufacture and sale of professional badminton equipment under the **Kason** brand.

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