

**For Immediate Release**



**LI NING COMPANY LIMITED**

**(李寧有限公司)**

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

**(Stock Code: 2331)**

**Li Ning Signs up the No.2 NBA Overall Draft Pick Evan Turner  
to Further Strengthen its World-Class Sports Sponsorship Resources**

(16 September 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 that it entered into an endorsement agreement with the 2010 NBA Draft Pick, Evan Turner. This is the first signing with budding, heavy-weight star athlete following the revitalization of the LI-NING brand. The Li Ning’s Global Innovation Centre (“GIC”) will create a signature basketball gear collection for Turner.

“I am delighted to have my professional gears tailor-made by LI-NING. I am sure that the LI-NING gears will empower my performance at the highest level possible. I am excited to be part of a growing international sports brand,” said Turner.

The 2<sup>nd</sup> overall pick in the 2010 NBA draft, Evan Turner was selected by the Philadelphia 76ers . During his college years, he played three seasons for Ohio State Buckeyes men’s basketball team and scored an average of 25 points, 11 rebounds, 5 assists, 3 blocks and 3 steals. He had been named the “Associated Press National Player of the Year”, the “Big-Ten Men’s Basketball Player of the Year” and the “Big-Ten Most Outstanding Player”. He had been part of Team USA for Summer Universiade. Turner plays different positions and was named the best swingman in NCAA basketball history.

The Group will apply the most cutting-edge professional technologies in creating gears for Turner. Leveraging on its leading sports science research and development centre in the industry, Li Ning adheres to the essence of each sports event and applies the most advanced professional technologies in gauging the performance requirements of the athletes to create strategically-focused innovations. GIC has already created professional gears for athletes such as Baron Davis, Elena Isinbayeva, Andreas Thorkildson and Lin Dan, and will produce a signature sports gear collection for Turner to help him deliver the best possible performance as the strongest swingman.

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Mr. Zhang Zhiyong, CEO of the Group said, “The addition of Evan Turner has strengthened the Group’s cast of supreme, world-class sports talent. What makes this collaboration unique is that, LI-NING is the first sporting goods brand to sponsor Turner. This helps strengthen the association of Turner’s performance, spirit and personal character with that of LI-NING’s unique sportsmanship spirit and DNA, which thus creating stronger relevance in the brand’s communications with its consumers. We believe that Turner, together with our team of top-notch sponsored athletes will continue to deliver their best performances in LI-NING gears in various professional tournaments.”

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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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