

(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 Announces Results of its Third Quarter Trade Fair for FY2011

(30 March 2011 – Hong Kong) – **Li Ning Company Limited** (“Li Ning” or the “Group”; HKSE stock code: 2331), one of the leading sports brand enterprises in China, announces the results of LI-NING Brand Products Trade Fair for the third quarter of the financial year 2011:

Item	Result (year-on-year change)
Order value	- Decreased by more than 8% (based on tagged retail price) - Decreased by approximately 14% (based on sell-in price)
Average retail price	- Increased by approximately 10% for both footwear and apparel products
Order volume	- Decreased by approximately 17% for both footwear and apparel products

Note: Trade fair results do not constitute a full picture of the Group's final revenue.

The results from this trade fair are mostly consistent with the message communicated by the Group's management team during the 2010 annual results announcement presentation held this March. The Group is currently focused on promoting and implementing its new branding strategy, strengthening its distribution channel reform, and increasing retail efficiency to achieve long-term, stable development.

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About Li Ning Company Limited

Li Ning Company Limited is one of the leading sports brand enterprises in China, possessing brand marketing, research and development, design, manufacturing, distribution and retail capabilities. The Group's products mainly include footwear, apparel, equipment and accessories for sports and leisure uses under its own **LI-NING** brand. The Group has established an extensive supply chain management system, and a retail distribution 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 channels; (ii) manufactures, markets, distributes and sells outdoor sports products under the French brand **AIGLE** in China, the exclusive rights of which were granted to a joint venture established with Aigle International S.A.; (iii) engages in the 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 licensed products under the Italian sports fashion brand **Lotto** in China 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.

For further information, please contact:

iPR Ogilvy Ltd.

Demi Lo/ Nelson Lee/ Peter Chan/ Canny Lo

Tel: (852) 3920 7625/ 2139 6956/ 2136 6955 / 3170 6753

Fax: (852) 3170 6606

Email: demi.lo@iprogilvy.com/ nelson.lee@iprogilvy.com/
peter.chan@iprogilvy.com/ canny.lo@iprogilvy.com