



LI NING COMPANY LIMITED

(李寧有限公司)

(incorporated in the Cayman Islands with limited liability)

(Stock code: 2331)

Media Statement

(24 May 2011 – Hong Kong) In relation to recent media reports concerning the departure of certain management staff, Li Ning Company Limited (“Li Ning” or the “Group”) wishes to make the following statement:

In the recent two months, these three staff resigned from their respective positions with the Group to pursue their personal interests. Their departure constitutes normal changes to the Group’s management staff.

The Group has always placed strong emphasis on the soundness of its organizational structure to ensure the stability of its operations. All the strategies and operations that the Group is carrying out will not be affected by the departure of individual employees. In addition, the Group has a rich talent pool and a suitable organizational structure to meet the Group’s business development needs. The management will continue to focus on the Group’s future developments and the implementation of strategies to improve the Group’s business performances.

-End-

For further information, please contact:

iPR Ogilvy Ltd.

Demi Lo/ Nelson Lee/ Peter Chan/ Canny Lo

Tel: (852) 3920 7625/ 2136 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