



LI NING COMPANY LIMITED

(李寧有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

**Li Ning Sponsors High-tech Swimming Suits for China and US National Diving Teams
Receives High Praises from the Chinese and US Athletes
China National Diving Team Outshines at the FINA World Championships**

(19 July 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, is pleased to announce that the China National Diving Team, which performed in high technology swimming suits sponsored by the Group, achieved spectacular results in the 14th FINA World Championships held in Shanghai. By noon on the fourth day of the competition, Ms Wu Minxia and Ms He Zi, representing the China National Diving Team, had won a gold medal in the women's 3-metre synchronized springboard event while Mr Huo Liang and Mr Qiu Bo took the gold in the men's 10-metre synchronized event. Moreover, Mr Li Shixin and Ms Shi Tingmao won the gold medals for the men's and women's 1-metre springboard diving event, respectively. Ms Chen Ruolin and Ms Wang Hao placed first in the 10-metre synchronized event.

For this year's FINA World Championships, Li Ning created tailor-made, high-technology, professional gears for the athletes of China and the US national teams, specially designed for their unique physiques and distinct techniques, to help them excel in this competition and achieve outstanding performances. China National Diving Team's competition gear inherited the past overall visual design and was made with a special tight-fitting material. With its superb elasticity, the material allows athletes to stretch to their limits. In addition, the swimming suits and swimming trunks are designed with drainage grooves, to target particular characteristics of Asian athlete body types. In the split-second the athlete enters the water, these drainage grooves allow the water trapped between the athlete's body and the swimming suit to be promptly expelled. This reduces the resistance upon entering the water, resulting in entries with minimal splashes. On the other hand, the Group took reference to the particular techniques of the US National Diving Team and increased the amount of special Thermoplastic Polyurethanes (TPU) material coating used in their gears, thereby allowing greater strength and better speed. This effectively controls the release of muscle power and thereby helps to reduce energy loss. The swimming suits specially made for this year's FINA World Championship were highly recognized by the China and US National Diving Teams.

The Group intensified its integrated sports marketing efforts for the LI-NING brand via this major sports event. On the top of the traditional print and television media, the Group deployed substantial new media resources including text excerpts and video clips distributed via micro-blogs and portal websites in a bid to strengthen the association of the LI-NING brand with the champion teams. It was through this interaction opportunity among the champion teams, web-surfers and consumers that the LI-NING brand exhibits its brand equity, sports DNA and technology edges.

In the future, the Group will capitalize on more sports events and leverage its existing integrated sports marketing resources to enhance the image and influence of the LI-NING brand further, so as to bring the unique personality of the brand to the next level.



Left: Ms Wu Minxia and Ms He Zi, representing the China National Diving Team won a gold medal in the women's 3-metre synchronized springboard event



Right: Mr Huo Liang and Mr Qiu Bo, representing the China National Diving Team took the gold in the men's 10-metre synchronized event



*Li Ning Sponsors High-tech Swimming Suits for China and US National Diving Teams
(from left: Mr Huo Liang, Mr He Chong, Mr David Boudia, Ms Christina Loukas and Mr Troy Dumais)*

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/ Veronica Hui/ Peter Chan/ Canny Lo

Tel: (852) 3920 7625/ 3170 6752/ 2136 6955 / 3170 6753

Fax: (852) 3170 6606

Email: demi.lo@iprogilvy.com/ veronica.hui@iprogilvy.com/
peter.chan@iprogilvy.com/ canny.lo@iprogilvy.com