



LI NING COMPANY LIMITED

(李寧有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

**From Beijing to London, the Count Down Begins
——Li Ning Donates to the Olympic Museum to Celebrate the One-Year Count Down of
London 2012 Olympic Games**

(26 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 brick unveiling ceremony to celebrate the donation by the Group to the IOC Olympic Museum was held today in Lausanne, Switzerland, and marked the very first time for a Chinese sports goods company to make a donation to the Olympic Museum. One day before the official one-year countdown to the London Olympic Games, IOC president Mr. Jacques Rogge, the Group’s Chairman Mr. Li Ning as well as the Group contracted athletes Asafa Powell, Elena Isinbayeva and Zhang Yining all attended the unveiling ceremony and jointly expressed their sincere wishes for the success of the London 2012 Olympic Games. Meanwhile, the LI-NING brand is preparing to start its own countdown to the London 2012 Olympic Games.

As the world’s largest Olympic Museum, the Lausanne-based Museum boasts over 10,000 items on display, including valuable cultural relics dating back to the very first Olympic Games, all there for the viewing pleasure of over 250,000 visitors every year. Meanwhile, as a professional sports goods company, Li Ning is committed to popularize and promote the Olympic spirit. To this end, the Group donated generously to the IOC Olympic Museum to support the operation and maintenance of the museum, as well as its itinerant exhibition activities around the world. In turn, Li Ning’s brand name and logo will be engraved on the museum’s memorial wall in recognition of the Group’s contribution.

Mr. Li Ning, Chairman of the Group, said: “As a former athlete, I was profoundly affected by the Olympic spirit, which encouraged me to grow into an Olympic champion and inspired me on my way to establish the LI-NING Brand. I hope the donation from the Group will provide better support for the development of the museum and enable more people to find inspiration from the Olympic spirit in the same way I was fortunate to do.”

IOC president Jacques Rogge also attended the ceremony where he was able to present Mr. Li Ning with a sculpture by a famous Swiss artist, and in return was excited to receive one of the very same shoes that Mr. Li Ning wore when lighting the Beijing Olympic Games torch. Mr. Rogge spoke highly of the donation from the Group, saying: “Through his company, Mr. Li Ning is the first Olympic Gold Medalist to become a full donor to the Olympic Museum. No athlete from the Summer Olympic Games has gone on to create a sports super brand – and he is an inspiration to all Olympians. This is the perfect example of design and technical innovation coming out of China, and onto the world stage. Most importantly, the world learns more about China as China integrates into the world!”

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It is worth mentioning that as one of the leading Chinese sports brands, the Group has been committed to the sports cause from the very beginning. Not only providing support to the Chinese National badminton team, diving team, shooting team, table tennis team and gymnastics team in the form of advanced technology gear, Li Ning also owns international top sports resources such as the Argentina basketball team, Spanish basketball team, USA diving team, Elena Isinbayeva, Asafa Powell, and Andreas Thorkildsen. Previous Olympic Games have been the perfect platform for Li Ning to display its professional technology while showcasing sportsmanship.

The unveiling ceremony was held one day before the kick-off of the one-year countdown to the London Olympic Games. As the lighter of the main torch of the Beijing Olympic Games, Mr. Li Ning, together with Li Ning's contracted athletes nicknamed "100-meter sprinter" Asafa Powell, "Pole Vault Queen" Elena Isinbayeva and the famous table tennis player Zhang Yining, expressed his best wishes for the success of the London Olympic Games on behalf of the LI-NING brand and Chinese sports fans alike. From Beijing to London, the countdown begins. Starting with its donation to the Olympic Museum, LI-NING looks forward to the London 2012 Olympics together with the rest of the world!

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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.

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