



LI NING COMPANY LIMITED

(李寧有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

**Li Ning Sponsors First-rate Gears for Chinese National Badminton Team
Unleashes Power of the National Team
The Team sweeps all 5 gold medals at the BWF World Badminton Championships**

(16 August 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 Chinese National Badminton Team, whose gears were sponsored by Li Ning, performed spectacularly at the 2011 BWF World Badminton Championships (“World Championships”) held in London. The Chinese National Badminton Team took a clean-sweep in all five categories: Men’s singles, Women’s singles, Men’s and Women’s doubles and Mixed doubles, and was the biggest winner of the tournament, having won all five gold medals. These results hit a new record as the Chinese National Badminton Team, collaborating with LI-NING, achieves a clean sweep of the five gold medals for two years in a row. Lin Dan and Wang Yihan captured the world title for men’s singles and women’s singles, respectively. Cai Yun and Fu Haifeng achieved the men’s doubles world title together. The team’s other representatives – Wang Xiaoli and Yu Yang prevailed as the women’s doubles world champions; while Zhang Nan and Zhao Yunlei were crowned the world title for mixed doubles.

During this World Championships, Li Ning sponsored the national team with quality, high-technology and first-rate badminton gears which helped unleash the full potential of the team. The design of the second-generation N90 badminton racquet improves the racquet’s strength, durability and agility. Its anti-shock system adds extra power to the player’s offensive strikes. These champion-class badminton footwear are designed with super-thin, wider soles to allow the foot bed to stay closer to the floor surface and increase speed. They integrate distinctive characteristics of the badminton sport and human body mechanics to provide better strength transmission and quicker responses. As for apparels, the national team’s competition gears were all made from ATCool high-functionality fabric, which allows the athletes to stay dry and comfortable throughout every match.

To complement this large-scale sports event, the Group significantly stepped up its LI-NING brand sports events marketing activities. The Group utilized media channels on all fronts including print media, television media (CCTV5), media publicity efforts, and on-line new media resources to report on competition updates and products, place advertisements, interview athletes and coaches, as well as interact with consumers and badminton lovers. The Group also increased product and brand promotion activities at the retail stores. Leveraging the tournament’s comprehensive promotions, the Group communicated LI-NING’s professional image and leading position in badminton sport with badminton lovers and the mass consumers. The Group successfully heightened the association between LI-NING’s brand DNA with China’s champion athletes. This helped enhance LI-NING brand’s image and influence effectively while highlighting LI-NING products’ professional edge to garner affection and trust from the consumers.

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Chinese National Badminton Team representatives Lin Dan (left) and Wang Yihan (right) won World Champion titles for Men's Singles and Women's Singles at the BWF 2011 World Championships this year.

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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