

(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 Q3 2011 and the National Day Holidays Same-store Sales Growth for the LI-NING brand

(14 October 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, announced that the LI-NING brand’s same-store sales growth for the third quarter of 2011, from July to September, continued to grow at low single digit pace compared with that of the same period last year. During the National Day Golden Week holidays, between the first and the seventh of October, same-store sales growth maintained at low single digit year-on-year, but better than that of the previous quarter. The Group maintained its same-store sales growth guidance for the full year at low single digit.

Mr. Zhang Zhi Yong, CEO of the Group, commented, “As at the end of September, the number outlet stores and discount stores for the LI-NING brand reached 218 and 285, respectively. The Group has completed the consolidation of 300 low-efficiency, single store sub-distributors. The distribution channel reform, in general, has been progressing in line with the Group’s expectation. As the Group opens more outlet stores and discount stores and intensifies its efforts in clearing inventory at the retail level, the average retail discount rose slightly from the first half of the year. At the moment, inventory at the retail level has retreated from a peak seen in the middle of the year. It is worth noting that a brand new model of high-technology, anti-shock running shoes that the Group launched recently, featuring a cutting-edge design, comfortable wearer experience and reasonable price point, has emerged as a major hit amongst consumers. Sales surpassed 3,000 pairs a day in less than a month since it hit the shelves in September. Such performance gave us a strong boost, and reinforced our belief in continuing our product innovation efforts.”

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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 China 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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