



LI NING COMPANY LIMITED

李寧有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

**“Witness the Change, the Dragon Dazzles London”
Li Ning Sponsors 2012 Olympic Sports Gear for 5 China Gold Medal Teams**

(7 June 2012 – Hong Kong) –**Li Ning Company Limited** (“Li Ning” or the “Group”; HKEx stock code: 2331), one of the leading sports brand enterprises in China announced that the Group held a press conference on 6 June 2012 in Beijing, named “Witness the Change, the Dragon Dazzles London” to unveil the Olympic sports gear. The Group will provide professional sports gear and full support to five gold medal-winning Chinese national teams in the London 2012 Olympic Games.

The Group once again uses the dragon theme in 2012 – the Year of Dragon – to launch the “Scarlet Scales” sportswear series to endorse the Chinese National Gymnastics Team, Chinese National Shooting Team, Chinese National Diving Team, Chinese National Table Tennis Team and Chinese National Badminton Team. The “Scarlet Scales” sportswear series features scale-shaped breathing vents at the back, referred to as “Scarlet Scale Vents”. Opening and closing of these vents are determined by the athlete’s movements. When an athlete is moving with high-intensity or performing a specific and highly technical motion, the vents will be opened to increase the airflow between the body and the clothing material. When the athlete is carrying out basic activities, the “Scarlet Scale Vents” will close to prevent heat loss and help the body maintain energy. The “Scarlet Scales” sportswear series adopts Chinese elements such as the dragon theme in its aesthetic design, and also integrates Chinese wisdom in its production techniques, achieving a perfect combination of profound traditional Chinese culture and modern technology.

The Group’s Chairman and Executive Director, Mr. Li Ning, commented, “The LI-NING brand aspires to assist everyone to become exhilarated by sports by returning to the essence of sports. Participating in sports can help one reach self-actualization, experience the journey of pursuing and fulfilling one’s dream so as to evolve and transcend oneself.”

The Chinese Olympic Delegation won 51 gold medals during the Beijing 2008 Olympic Games. At the time, the four national teams sponsored by LI-NING won an aggregate of 27 gold medals, accounting for 53% of the total. For the London 2012 Olympic Games, LI-NING will keep supporting the Chinese Olympic Delegation in their expedition by sponsoring five gold medal teams (sponsorship of the Chinese National Badminton Team began in 2009) with professional sports gear. During the briefing, the coaches of China’s five gold medal winning teams and Mr. Li Ning reminisced together China’s most unforgettable moments in Olympic history and all expressed their wishes for the Chinese Olympic Delegation during the 2012 Olympics. Let’s hope that all the Chinese athletes competing in London will manifest to the world the immense strength and boldness of the Chinese dragon, dazzling London’s stadiums with Chinese pride and glory.

- Con’t -



The Chinese National Badminton Team proudly represents the country in the national colours.



Chinese culture and tradition is accentuated by the “dragon” motif adopted in the sportswear design for the Chinese National Diving Team and Chinese National Table Tennis Team.

About Li Ning Company Limited

Li Ning Company Limited is one of the leading sports brand companies in China, mainly providing sporting goods including footwear, apparel, equipment and accessories for professional and leisure purposes primarily under the **LI-NING** brand. Headquartered in Beijing, the Group has brand marketing, research and development, design, manufacturing, distribution and retail capabilities. It has established an extensive supply chain management system and a retail distribution network in China, predominantly through outsourced manufacturing operations and franchised distribution.

In addition to its core LI-NING brand, the Group (i) manufactures, markets, distributes and sells outdoor sports products in China under the French brand **AIGLE**, the exclusive rights of which were granted to a joint venture established with Aigle International S.A.; (ii) 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 57.5% interest; (iii) develops, manufactures, markets, distributes and sells licensed products in China under the Italian sports fashion brand **Lotto** under an exclusive license granted by a company owned by Lotto Sport Italia S.p.A.; and (iv) engages in the research and development, manufacture and sale of badminton equipment under the **Kason** brand.

For further information, please contact:

iPR Ogilvy Ltd.

Coty Lee/ Demi Lo/ Veronica Hui/ Canny Lo

Tel: (852) 3920 7656/ 3920 7625/ 3170 6752/ 3170 6753

Fax: (852) 3170 6606

Email: coty.lee@iprogilvy.com/ demi.lo@iprogilvy.com/
veronica.hui@iprogilvy.com/ canny.lo@iprogilvy.com