



LI NING COMPANY LIMITED
(李寧有限公司)

Li Ning Signs up with NBA All-Star Dwyane Wade

To Focus on Core Sports, Strengthen Sports Marketing Resources and Brand Equity

(10 October 2012 – Beijing) – **Li Ning Company Limited** (“Li Ning Company” or the “Group”; HKEx stock code: 2331), one of the leading sports brand enterprises in China, announced that it has entered into a partnership agreement with NBA All-Star Dwyane Tyrone Wade. The NBA superstar will join forces with Li Ning in the promotion and development of basketball sport in China.

As a top-notch sports brand originated in China, Li Ning Company has been establishing long-term relations with the NBA since 2005, when Li Ning Company became NBA’s first official marketing partner in China, and the LI-NING brand as the first Chinese brand to establish endorsement relationships with NBA star players.

Commenting on this agreement with Wade, Mr. Li Ning, Executive Chairman and Founder of the Group said, "The Group is determined to establish the LI-NING brand as a top-notch professional sports brand in promotion of sportsmanship. We focus on the three core sports: basketball, running, and badminton. As one of the most participated sports by the young population in China, basketball is also the most popular mainstream sport in China, and therefore warrants vast market potential. Capitalizing on these favorable attributes, we initiate this cooperation with Wade as part of our endeavors to groom the LI-NING brand into the most professional basketball brand, and further promote development of basketball sport in China. We also seek to further enhance the professional brand image of the LI-NING brand in a move that will drive overall product sales."

Wade has been looking forward to this cooperation with the Group. He said, "This collaboration opens the door for my participation in basketball sport in China. I am very bullish about the prospect of this cooperation with Li Ning Company, given huge following of the LI-NING brand in China, and the substantial influence basketball as a sport has on young people in the country. Our cooperation will not be restricted to the product or branding levels, we hope to join forces to contribute to deeper further promotion and development of basketball sport in China."

The Group has created a specially-tailored basketball sneaker model "the Way of Wade" China game version. This sneaker embodies avant garde high-performance functionalities in cutting-edge designs. The collar line, the upper part as well as the support at the bottom of the sneaker are engineered to accommodate unleashing of Wade's killer performance characteristics and requirements of the professional sport. The Group will also launch a brand-new WADE line, for which Wade will serve as the Chief Brand Officer to ensure thorough interpretation Wade's sportsmanship in the line.

As a leading sports brand in China, the LI-NING brand has been dedicated to promoting sports through the provision of professional sports equipment to the general public. The Group and Wade both expressed full confidence in the prospect of this collaboration. "We will collaborate with Mr. Wade to deliver high quality products and to establish the LI-NING brand as the most professional basketball brand. Looking ahead, we will further reinforce the leading position the LI-NING brand in the basketball market in China while contributing to the development of basketball sport in the country," Mr. Li added.

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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.

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