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Li Ning Company Limited
(李寧有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2331)

VOLUNTARY ANNOUNCEMENT
REVITALIZATION OF THE LI-NING BRAND

This is a voluntary announcement made by Li Ning Company Limited (the “**Company**”).

The Company is pleased to announce that a ceremony to unveil the revitalization of the LI-NING brand will be held in the headquarters of the Company in Beijing on 30 June 2010, which marks the brand’s 20th anniversary.

The LI-NING brand, through its two decades of rapid development, has long been fostering strong momentum in sports culture that will take the whole sports goods industry in China to the next level. Making reference to its in-depth research into the maturity cycle of the market, industry growth drivers, competition landscape analysis and positioning and consumption trends, the Company is committed to reconfigure the LI-NING brand DNA, which gives birth to a new personality and attitude for the LI-NING brand and to further strengthen brand loyalty through in-depth communication with new age consumers.

The move that attracts most of the attention is the change in the brand’s logo and slogan. The new logo displays a modern interpretation of the iconic attributes of the original logo in a modern design language. Not only does the new logo narrate the rich visual heritage of the classic “LN” symbol, it also abstractly outlines the “Li Ning Cross” gymnastic posture invented by Mr. Li Ning. The new logo effectively communicates the brand’s sports values using a shape resembling the Chinese character “人” which means people, encouraging everybody to express and actualize himself through sports. The new slogan “Make The Change” is adapted from a new brand manifesto that speaks out the evolution from “dare to think” to “dare to do”, encouraging everybody to embrace changes and breakthroughs. We believe that the new brand logo and slogan are not simply a change in form, but a symbol of the overall enhancement in product innovation and brand innovation of the LI-NING brand.

The original logo “” and slogan “Anything is Possible” will be appropriately deployed to become part of the Company’s brand assets.

The revitalization of the LI-NING brand is an illustration of the Company’s strong confidence in the sports goods industry in China.

By order of the board of directors
Li Ning Company Limited
Li Ning
Chairman

Hong Kong, 30 June 2010

As at the date of this announcement, the executive directors of the Company are Mr. Li Ning, Mr. Zhang Zhi Yong and Mr. Chong Yik Kay. The non-executive directors are Mr. Lim Meng Ann, Mr. Chu Wah Hui and Mr. James Chun-Hsien Wei. The independent non-executive directors are Mr. Koo Fook Sun, Louis, Ms. Wang Ya Fei and Mr. Chan Chung Bun, Bunny.