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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)

ANNOUNCEMENT PURSUANT TO RULE 13.09 OF THE LISTING RULES

Reference is made to the announcement of Li Ning Company Limited (the “**Company**”) dated 31 August 2010 in relation to the proposed acquisition of certain shares in the Company (the “**Acquisition**”) by Viva China Holdings Limited from Victory Mind Assets Limited, Dragon City Management (PTC) Limited and Alpha Talent Management Limited (collectively, the “**Parties**”) under the memorandum of understanding dated 31 August 2010 (the “**MOU**”). The board of directors (the “**Board**”) of the Company was informed today that the Parties to the MOU have agreed not to proceed with the Acquisition.

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Shareholders and investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Li Ning Company Limited
Li Ning
Chairman

Hong Kong, 1 September 2011

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.