



**Li Ning Reports Solid 2009 Interim Results
Six Consecutive Years of Consistent Growth Since Listing
Profit Attributable to Equity Holders Surged 41.6% to RMB473 million**

* * *

**Core competencies enhancement and intensify new business development
to achieve sustainable growth and brand differentiation**

Financial Highlights

in RMB mn	For the six months ended 30 June		Change
	2009	2008	
Revenue	4,051.9	3,060.8	+32.4%
Gross profit	1,936.6	1,482.2	+30.7%
Operating profit	685.8	452.6	+51.5%
Profit attributable to equity holders	472.5	333.7	+41.6%
Basic EPS (RMB cents)	45.53	32.24	+41.2%
Interim dividend per share (RMB cents)	13.58	9.63	+41.0%

(26 August 2009 – Hong Kong) – Li Ning Group Limited (“Li Ning” or the “Group”; HKSE stock code: 2331), one of the leading sports brand enterprises in China, reported a set of solid results for the first half of 2009. For the six months ended 30 June 2009, the Group’s revenue grew by 32.4% to RMB4,051.9 million. Accounting for 92.2% of the total revenue, sales of the LI-NING brand grew by 24.5% to RMB3,736.9 million. Profit attributable to equity holders rose by 41.6% to RMB473million.

Earnings per share increased by 41.2% to RMB45.53 cents. The Board of Directors has resolved to declare payment of an interim dividend of RMB13.58 cents per share (2008: RMB9.63 cents).

“During the first half of 2009, while the impact of the global financial crisis continued, and China’s, as well as the world’s economies, had been adjusting amid the turmoil. As the series of economic stimulus packages promulgated by the Central Government started to take effect, China’s economy showed signs of recovery in the second quarter. Leading economic indicators are pointing to a recovery primarily driven by the government,” said Mr. Li Ning, Chairman of the Group.

“Notwithstanding the complex economic environment, we have strived to enhance our underlying strengths, on one hand enhancing our core competitiveness, while on the other hand intensifying development of new businesses and the strengthening of a multi-brand structure. We also have implemented prudent and effective management measures.”

(cont'd)

During the six months under review, the Group intensified its sales channel support to facilitate expansion of sales channel coverage and improved its retail management at the retail level. It adjusted its product research and development and design to align better market segments and consumer preferences, with a special focus on the launch of the Group's new business, LI-NING brand badminton products. It continued its efforts in building a flexible and effective supply chain structure to enhance operational efficiency.

The Group's core brand, LI-NING brand saw sales of footwear products grew by 23.9% year on year while apparel products and accessories grew by 25.1% and 23.1% respectively.

Double Happiness and Lotto, new additions to the Group's brand portfolio in the second half of last year, respectively recorded sales revenues of RMB219 million and RMB15.4 million, accounting for 5.4% and 0.4% of the Group's total. Total revenue generated by AIGLE, Z-DO and Kason brands aggregated RMB80.5 million, representing for a relatively small proportion of the Group's total revenue.

In the area of sports marketing, the Group signed up in March the Russian pole vault athlete Elena Isinbayeva, who is a two-time Olympics gold medalist, three-time winner of International Association of Athletics Federations' World Athlete of the Year.

Recognizing the rapid development of badminton in China and Southeast Asia, the Group rolled out in full its strategy in the badminton sector. It signed in April the China National Badminton Team, the fifth gold medal team under the Li Ning sponsorship umbrella. This team participated in the Sudirman Cup tournament in May in full LI-NING brand badminton gear, which well exceeded the members' professional expectations in aspects of handle grip, racket responsiveness, comfort and protection of the apparels and footwear. The Group also secured during the period its sponsorship of the Singapore National Badminton Team and Singapore Open.

During the six months under review, the Group continuously expanded its sales channel coverage, especially in second- and third-tier cities that have the strongest growth potential. As at 30 June 2009, the Group had 7,550 retail outlets in China (6,809 of which were Li-NING brand stores), representing a net addition of 633 stores as compared to the same period of last year. With respect to the LI-NING brand, the Group had approximately 130 distributors operating a total of 6,464 franchised retail stores nationwide as well as a total of 345 directly-managed retail stores in Beijing, Shanghai and 15 other provinces in China.

On supply chain management, construction of all facilities in Jingmen Industrial City progressed on schedule. The output plan for this Centre over the next three years has been completed and is now being implemented.

(cont'd)

Going forward, as part of the package of initiatives to kick off its new five-year plan, the Group will continue the brand building work to better integrate product designs with consumption experience targeting different customer segments to enhance the core competencies of the brand; improve store performance through effective measures and ongoing expansion of the retail network to strengthen market position; establish a flexible and effective supply chain system to better support business growth and pursue development of strategic new businesses to create more growth drivers.

Mr. Li Ning said, "The success in hosting the Beijing Olympics has strengthened the Central Government's determination in grooming the country into a sports superpower, a policy direction that virtually guarantees the development of sports brands. Challenges breed opportunities. The adverse macroeconomic situation poses great challenge to those in the retail industry, including us. In light of the pressure surrounding China's and the world's economies, and the uncertain macroeconomic environment, we have adopted cautious strategies and are proactively assessing its business risks and formulating appropriate remedial measures to be prepared for contingencies and to ensure sustainable growth in order to create better value for shareholders and investors."

— End —

About Li Ning Company Limited

Li Ning Company Limited is one of the leading sports brand enterprises in the PRC, possessing brand marketing, research and development, design, manufacturing, distribution and retail capabilities. The Group's products include footwear, apparel, accessories and equipment for sport and leisure uses. The Group has established an extensive supply chain management system, and a distribution and retail network in the PRC 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 distributes sports products under its Z-DO brand via hypermarket channel. The Group has established a joint venture with AIGLE under which the joint venture has been granted an exclusive right by AIGLE to manufacture, market, distribute and sell outdoor sports products under the French brand AIGLE for 50 years in the PRC. In 2008, the Group acquired a controlling interest in Double Happiness, which together with its subsidiaries, are principally engaged in manufacturing, research and development, marketing and sale of table tennis and other sports equipment under the Double Happiness brand. In 2008, the Group also entered into an exclusive 20-year license agreement with Lotto to develop, manufacture, market, distribute and sell the licensed products under the Italian sports fashion brand Lotto in the PRC. In 2009, the Group completed acquisition of Kason, which is principally engaged in the research and development, manufacture and sale of professional badminton equipment under the Kason brand such as rackets, strings, shuttlecocks, apparel, footwear and accessories.

(cont'd)

For further information, please contact:

iPR Ogilvy Ltd.

Maureen Lai/ Philip Lo/ Peter Chan/ Canny Lo

Tel: (852) 2169 0847/ 3170 6754/ 2136 6955 / 3170 6753

Fax: (852) 3170 6606

Email: maureen.lai@iprogilvy.com / philip.lo@iprogilvy.com /
peter.chan@iprogilvy.com / canny.lo@iprogilvy.com