

[For immediate release]



Li Ning & CCTV Join Hands to Develop A Brand New Image for National Sports TV Channel

(5 January 2007 – Hong Kong) – **Li Ning Company Limited** (“Li Ning” or the “Group”; stock code: 2331), one of the leading sports brand enterprises in China, announced the signing of a cooperation agreement with CCTV National Sports TV Channel. Pursuant to the agreement, all hosts and reporters of National Sports TV Channel will put on the apparel sponsored by Li Ning during the cooperation period.

According to the agreement, Li Ning will provide LI-NING brand or AGILE brand apparel, footwear and accessories to all the hosts and reporters of all the programs and tournaments shown on CCTV National Sports TV Channel. The scope of cooperation includes the exclusive sponsorship of apparel for the hosts and reporters of all the programs broadcasted in “Olympic Channel”, which will be aired during the 2008 Beijing Olympics.

Since its inception in 1995, CCTV National Sports TV Channel has become the media for Chinese audience to watch sports programs and access to sports information. Capitalizing on its unique, professional and authoritative image, as well as high product quality, National Sports TV Channel is also one of the most influential professional sports TV channels with the largest number of audience that relays the largest number of sports programs. As a global sports brand enterprise in China, Li Ning will provide full support to CCTV National Sports TV Channel. Upon the signing of the agreement, National Sports TV Channel will undergo an image revamp with Li Ning’s products, to illustrate a professional and trendy image to the world.

Commenting on the agreement, Mr Zhang Zhiyong, CEO of Li Ning, said, “The Group endeavors to expedite the development of the sports industry in China, with an aim of developing the LI-NING brand into the leading sports brand in the world. The cooperation marked the beginning of a highly integrated operating and sales model of sporting goods. The Group will make use of this important channel to facilitate external communication and demonstrate the international and professional image of the LI-NING brand.”

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About Li Ning Company Limited

Li Ning Company Limited (*stock code: 2331*) (the “**Group**”) is one of the leading sports brand enterprises in the PRC. It has its own branding, research and development, design, manufacturing, distribution and retail capabilities. The Group’s products include sports footwear, apparel and accessories for sport and leisure use which are primarily sold under its own LI-NING brand. The Group has established an extensive distribution and retail network in the PRC, of which distributors will manage the franchised LI-NING retail outlets under the Group’s supervision. The Group also directly manages its own LI-NING retail stores and concessions. In addition, the Group has set up a joint venture in the PRC with the French company, AIGLE International S.A. (“**AIGLE**”) in 2005 under which the joint venture enterprise has been given the exclusive right by AIGLE to manufacture, market, distribute and sell for 50 years in the PRC, outdoor sports products that bear the “AIGLE” trademark registered and owned by AIGLE International S.A.

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