

[For immediate release]



Li Ning forges cooperation with Swedish Olympic Committee

As the official partner to provide sports apparel for the Swedish Olympic Delegation

(29 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 an agreement with the Swedish Olympic Committee, under which the Group has been designated the official partner of the Swedish Olympic Committee in providing the Swedish Olympic Delegation with a range of sports apparel. Li Ning is the first Chinese sports brand that entered into such an agreement with an overseas Olympic delegation.

According to the agreement, Li Ning will provide specially designed sports wear to all members of the Swedish Olympic Delegation on the competition ground and at award presentation ceremonies during the 2008 Beijing Olympics and 2010 Vancouver Winter Olympics. In addition, Li Ning is authorized to sell Olympics related products in Sweden. The LI-NING brand will therefore appear in a variety of Olympic promotions in Sweden.

In the most recently held Olympic Summer and Winter Games, Sweden has accomplished remarkable results. In the Athens Olympic 2004, the Swedish team won gold medals in the Men’s Canoeing K-2 1000 m, Men’s Long Jump, Men’s High Jump and Women’s Heptathlon. In addition, the team achieved outstanding results in the Winter sports disciplines. In the Torino Winter Olympic 2006, Sweden ranked 6th overall with 7 gold medals and 14 other medals. Table-tennis player Jan-Ove Waldner, a world famous outstanding Swedish athlete, is also very well-known in China.

Mr. Zhang Zhiyong, CEO of Li Ning, said, “The agreement with the Swedish Olympic Committee is another important move by Li Ning in driving the international brand expansion, following the previous cooperation with the Argentina National Basketball Team. This represents the extensive recognition in the global sports world of the international brand image and product quality of Li Ning. Capitalizing on the successful cooperation with the Swedish Olympic Committee, we will further promote the image of the LI-NING brand while establishing a solid foundation for tapping into the Swedish and European markets. Looking ahead, we endeavor to provide the Swedish Olympic Delegation with world-class sports equipment to achieve outstanding performance. In addition, we will seek opportunities to facilitate collaboration and communication, so as to jointly create a prosperous future.”

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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 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.

For further information, please contact:

iPR Ogilvy Ltd.

Vivian Fung/ Katie Tsui/ Antonia Au/ Harriet Lau

Tel: (852) 2136 8059 / 2136 6955 / 2136 6176 / 3170 6750

Fax: (852) 3170 6606

Email: vivian.fung@iprogilvy.com/ katie.tsui@iprogilvy.com /
antoniam.au@iprogilvy.com / harriet.lau@iprogilvy.com