

**For Immediate Release**



## **Li Ning Donates RMB12.49 Million to the Earthquake Victims for Immediate Disaster Relief**

(16 May 2008, Hong Kong) **Li Ning Company Limited** (“**Li Ning**” or the “**Group**”; HKSE stock code: 2331), one of the leading sports brand enterprises in China, **Li Ning Fund Association** and its **staffs** collectively donate RMB12.49 million to victims of the earthquake in Wenchuan as an immediate disaster relief.

The Group indicated that they contacted China Charity Federation and China Foundation for Poverty Alleviation immediately after the earthquake disaster to get the most updated information on the disaster conditions. In order to give the greatest support to the earthquake victims and to enhance the rescue efficiency, they decided to make a collective donation after they raised a certain amount of money. At the same time, a total of more than 1,370 Li Ning’s staffs participated in the donation activities and expressed their care for the earthquake victims.

At present, the money donations had already been sent to China Charity Federation and China Foundation for Poverty Alleviation.

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### **About Li Ning Company Limited**

Li Ning Company Limited 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, under which distributors manage the franchised LI-NING retail outlets in congruence with the Group’s marketing direction. The Group also directly manages its own LI-NING retail outlets and concessions. In addition, the Group has established a joint venture with AIGLE under which the joint venture has been given the exclusive right by AIGLE to manufacture, market, distribute and sell for 50 years in the PRC, outdoor sports products which bear the AIGLE trademarks registered and owned by AIGLE. In April 2007, the Group officially launched a new brand called Z-DO. Z-DO’s products include sports footwear, apparel and accessories, primarily targeting hypermarkets as its sales channel.

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