

【For Immediate Release】



**Li Ning achieved a 31.6% growth in orders during
the Second Quarter Trade Fair for the fiscal year 2009**

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Growth Momentum Sustains; Targets Long Term Development

(4th November 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, announced that during LI-NING Brand Products Trade Fair for the second quarter of the fiscal year 2009 just finished, a year-on-year orders growth rate of 31.6% by value was achieved, of which footwear achieved a 10.2% increase in average retail price and a 18.9% increase in volume; while apparel products saw average retail price increased by 11.8% and volume increased by 18.8%, demonstrating the fact that distributors remain optimistic on the LI-NING brand even after the Beijing Olympics.

This growth statistics are in line with the Group’s expectations. It is also higher than the forecast average growth for the industry in 2009. This figure also showcases the Group’s unparalleled strengths in achieving above-average performance through implementing appropriate branding strategy, accurate pricing and product designs that blend advanced technologies into styles that accommodate preferences of customers in China; as well as well-planned expansion of distribution network leveraging its thorough understanding of the country’s retail landscape.

Mr. Zhang Zhiyong, CEO of Li Ning Company Ltd, said: “It has always been our priority to focus on the long term sustainable development of the upper, middle and lower streams of our industry value chain. We deeply understand the recent concerns about consumption growth and retail inventory levels. In practice we have been keeping ourselves abreast of the changing dynamics of the retail sector in China. And from our recent observations, these two indicators are still maintained at healthy levels. We stay highly vigilant about potential risks. On one hand, we have been working closely with our distributors by encouraging them to optimize their inventory actively and maintain healthy cash flow positions. On the other, efforts have been made to improve our supply chain with special emphasis in enhancing the production flexibility to cope with uncertainties.”

"The fundamentals of the sporting goods market in China remain robust. Our research analysis and judgment have concluded that China's sports goods industry will enter its golden era in the next five to ten years. Our strategies to embrace this era include reforming our supply chain, shifting our supply chain to more cost-effective geographical locations, more forward-looking budget planning, and adjustments to the chain to allow better responsiveness to changes. We target to place more emphasis on second- and third-tier markets by broadening our geographical coverage, while ensuring same-store-growth in metropolitan and first-tier markets. We firmly believe that these strategies will help us consistently deliver performances well above the industry's average."

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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 a joint venture with AIGLE. The Group has been given the exclusive right by AIGLE to manufacture, market, distribute and sell in the PRC, outdoor sports products which bear the AIGLE trademarks. 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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