

[For immediate release]



Li Ning Signs up NBA All-Star Point Guard Baron Davis

(12 November 2008 – Hong Kong) Li Ning Company Limited and Baron Davis, point guard of NBA All-Star team, hosted a signing ceremony in Los Angeles. Baron Davis will wear the brand new basketball shoes designed by Li Ning during the NBA season.

During the past 9 NBA seasons, Baron Davis had served New Orleans Hornets and Golden State Warriors. Davis's career averages include 17.1 points, 4.1 rebounds, and 7.2 assists. He had been selected to the All-Star team twice and there is no doubt that Baron Davis is one of the elite players in the league. In the last season, Baron Davis represented Golden State Warriors and scored an average of 21.8 points, 4.7 rebounds, 7.6 assists, and 2.3 steals. Basketball fans are attracted by Baron Davis's extraordinary attacking skills. This summer, Baron Davis returned to his hometown and joined Los Angeles Clippers.

Li Ning will develop a series of unique athletic gear for Baron Davis. Mr. Zhang Zhi Yong, CEO of Li Ning Company Limited, said, "Baron Davis is unbelievably creative. He has great passion and abilities on the court and generosity and extensive interests off the court. His hard-fought spirit and optimism coincide with LI-NING brand's healthy and aggressive spirit as well as its never-ending pursuit of excellence."

Commenting on the partnership, Baron Davis said, "Li Ning is a well-respected company and its achievements has been remarkable since its establishment. Plenty of Chinese elements are put into the LI-NING BD-Pre, the sneaker specially designed for me. This sneaker makes me feel unique on the court. I hope this cooperation will let more basketball fans know more about NBA and the professional basketball products of the LI-NING brand."

This cooperation marks another important step toward the international expansion of Li Ning. Mr. Zhang continued, "Professionalism and internationalization have always been the operation targets of Li Ning. This cooperation represents LI-NING's another important breakthrough in the basketball area . We will continue to develop such win-win cooperation, in order to make LI-NING become the brand of choice for basketball players and basketball fans and bring the brand concept, "Anything is Possible", into full play on the NBA court."

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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.

For further information, please contact:

iPR Ogilvy Ltd.

Philip Lo/ Maureen Lai/Canny Lo

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

Fax: (852) 3170 6606

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