



**The Official Opening of LI-NING Flagship Store**  
**Tues 21 July 2009, 1.00pm**  
**ION Orchard, #B2-20**

Press Release (embargoed till after event announcement)

## **Sports giant LI-NING debuts in Singapore with the opening of flagship boutique at ION Orchard**

***This strategic initiative aims to further establish LI-NING  
as a global sporting brand in Southeast Asia***

(Singapore, 21 July 2009) Sports fans in Singapore will be spoilt for choice as leading sportswear group LI-NING's marks its global expansion into Southeast Asia with the opening of its first flagship store (#B2-20) in Singapore, at the newly open ION Orchard mall, on Tuesday 21 July 09.

Founded by its Chairman Mr Li Ning, one of the most outstanding athletes in the 20th century, - named the "Prince of Gymnastics" for his outstanding World Cup (1982) and Olympic Games (1984) achievements during his sporting career - this leading sports brand stands out from its competitors by offering a dynamic blend of sports fashion and technology, infused with a distinctive oriental flavor. No other sports label reflects such a unique brand philosophy of sports integration, design innovation, oriental wisdom and modern technology.

The LI-NING boutique at ION Orchard will be a 'badminton paradise' for sports fans as they will get the opportunity to own technology-inspired badminton sportswear as well as top class racquets, used by top seeded shuttlers such as Lin Dan, Chen Jin and Bao Chun Lai. Another unique experience at the shop would be the racquet stringing & rental services. To ensure product satisfaction, customers can rent racquets for trial.

According to Mr Nicholas Chong, Chief Financial Officer and Executive Board Director, LI-NING Company Limited, "With 20 years of expertise in pushing the frontier in sportswear, apparel and equipment, we are ready to further globalize the LI-NING brand to the next level and pave the way to achieve our ultimate goal of being an international world class sporting icon.

"Our strategic direction in 2009 for the next five years, will involve overseas market development, together with our aim to become the sporting brand synonymous with Badminton. On an international level, we have secured several high level BWF badminton tournaments such as LI-NING Sudirman Cup Mixed Team Championships, LI-NING China Masters Super Series and LI-NING China Open Super Series.

"The decision to launch our first LI-NING flagship store out of China, in cosmopolitan Singapore city, perfectly complements our brand and company plans. Badminton is one of the most popular, prevalent and influential sports in Southeast Asia, and in Singapore, it ranks among the top five most popular sports in the country," said Mr Chong.



Gracing the store launch as Guest-of-Honour, is Mr Lee Yi Shyan Minister of State, for Trade & Industry and Manpower, and President of the Singapore Badminton Association.

Said Mr Lee, "We welcome LI-NING's decision to establish its first overseas headquarters in Singapore. Its plans to develop regional markets using Singapore as a gateway speak well of our connectivity and marketing access. Li-Ning's regional branding and retailing operations here will also add to the vibrancy of our retail sector, while creating more meaningful jobs".

"In addition, we also welcome LI-NING's vision to play a larger role in sponsoring local sports development, especially in badminton. LI-NING's participation in and commitment to sports development would provide the kind of support necessary to bring out the best in our sportsman and sportswomen." remarked Mr Lee.

Mr Quek Swee Kuan, Assistant Managing Director of the Economic Development Board was also present to witness the opening. "As the demand for sports and lifestyle products and services continue to rise both locally and in the region, the EDB has identified the Sports and Lifestyle sectors as new growth areas which we will develop and nurture. LI-NING's choice of Singapore as their strategic centre for product innovation, global branding and marketing, reinforces our attraction as a 'living lab' for sports companies to gain consumer insights, test consumer tastes, and develop new products," said Mr Quek.

With its iconic "Anything is Possible" tagline, LI-NING has already established itself as a prominent sports brand in recent years with its active involvement in international sporting scene.

The LI-NING Company developed strategic partnerships with the world's top sports organizations such as Association of Tennis Professionals (ATP) and has an impressive stable of elite athlete endorsements through two-time Russian Pole-vault Olympics gold medallist, Elena Isinbayeva, ATP tennis players Ivan Ljubicic (Croatian), Yang Zong Hua (Taiwan), WTA tennis Players Sun Shengnan (China), and Yan Zi (China) and basketball stars Shaquille O'Neal, Baron Davis and Jose Calderon. It has also been selected as official partners of Spanish Olympic Committee, Spanish Basketball Association, Sweden Olympic Committee, Argentine Basketball Association, United States Table Tennis Association.

LI-NING's dominance in its home market is firmly rooted through sponsorships with China National Badminton Team, China National Table-Tennis Team, China National Gymnastics Team, China National Shooting Team and China National Diving Team as well as events like Chinese University Basketball Association (CUBA), Chinese Junior Basketball League (CJBL), Chinese University Football League (CUFL).

LI-NING's strong positioning in the global badminton scene is evident through its involvements in major badminton tournaments such as LI-NING Sudirman Cup Mixed Team Championships, LI-NING China Masters Super Series, LI-NING China Open Super Series.

Following the Singapore flagship store opening at ION Orchard, LI-NING will continue to advance its brand supremacy in regional markets such as Malaysia, Indonesia and Brunei, to achieve at least 70-100 channels distributing badminton products by end 2009.

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