

**(For Immediate Release)**

**LILANZ 利郎**

**China Lilang Limited**  
中國利郎有限公司

**China Lilang's Main Brand "LILANZ"  
Receives "Asia's 500 Most Influential Brands" Honor**

(28 September 2012 – Hong Kong) China Lilang Limited ("China Lilang" or the "Company", together with its subsidiaries, known as the "Group"; stock code: 1234), one of the leading menswear companies in China, is pleased to announce that the Group's main brand "LILANZ" was accredited "Asia's 500 Most Influential Brands" awards by the World Brand Lab.

World Brand Lab is recognized as one of the world's top three brand valuation agencies. Its experts and consultants come from the world's top universities. One of the criteria of "Asia's 500 Most Influential Brands" is the brand influence in Asia, including the ability to explore and capture the market as well as profitability of the individual companies. The basic benchmarks of World Brand Lab to evaluate brand influence include market share, brand loyalty and the leadership in Asia. The inclusion of LILANZ in "Asia's 500 Most Influential Brands" along with various renowned brands in Asia fully recognized the Group's commitment to manage its brand image and value, as well as the brand influence in Asia.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang commented, "We are greatly honored to have 'LILANZ' received 'Asia's 500 Most Influential Brands' awards. This signifies the panel's appreciation of the Group's continuous effort over the years in developing the 'LILANZ' brand image. Looking ahead, the Group will continue to enhance its brand image and assure a unique brand identity, to reinforce the Group's leading position in the menswear market."

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**About China Lilang**

China Lilang is one of the leading PRC menswear enterprises. As an integrated fashion enterprise, the Group designs, sources, manufactures and sells high-quality business casual menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

The Group offers its customers designs for all seasons under its core brand "LILANZ" and sub-brand "L2". Its menswear products are designed for business casual purposes. Its products include suits, jackets, shirts, trousers, sweaters and accessories. As at 30 June, 2012, the Group's products were sold to consumers through 3,386 retail outlets operated or subcontracted by 97 distributors nationwide.

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