

(For Immediate Release)

LILANZ 利郎

China Lilang Limited
中國利郎有限公司

**China Lilang Announces Sales Order Results for
2013 Spring and Summer Sales Fair
“L2” Sales Orders Increased by 17% while
“LILANZ” Sales Orders Declined**

(20 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, announces that the 2013 Spring and Summer Sales Fair for its core brand “LILANZ” and sub-brand “L2” were successfully concluded. Compared with the 2012 Spring and Summer Sales Fair, the total order value for “LILANZ” declined by 9% while that for “L2” increased 17%. The core brand “LILANZ” posted single-digit increase in average selling price for the 2013 Spring and Summer collections. For the sub-brand “L2”, the average selling price for the 2013 Spring and Summer collections had a double digit decline after a restructure of product lines. Delivery of the above orders is expected to commence in January 2013.

The decline of sales orders from “LILANZ” 2013 Spring and Summer Sales Fair mainly reflects distributors tend to be more prudent in placing orders at sales fair in view of the economic slow-down, and that sales of the 2012 Spring and Summer collections have been affected by the unfavorable weather this year. In addition, the Group continued the new order policy implemented since the 2012 Autumn trade fair, which has lowered the ordering ratio of distributors in the sales fair from 85%-90% to 80%, thus leading to the decrease in sales orders placed in the sales fair. The Group believes that this new policy will help it better utilize the flexibility of the production arrangements and help to control distributors’ inventories, contributing to sound risk management. Distributors can replenish their orders later according to their sales performance.

The 2013 Spring and Summer Sales Fair of “LILANZ” and “L2”, which have lasted for over half a month, were held in Jinjiang and Shanghai respectively. There were over 1,000 new “LILANZ” and “L2” products showcased during the trade fairs, covering main product categories of apparel, shoes and accessories.

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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 31 June, 2012, the Group's products were sold to consumers through 3,386 retail outlets operated or subcontracted by 97 distributors nationwide.

For further inquiries, please contact:

iPR Ogilvy Ltd.

Charis Yau/ Veronica Hui/ Vivian Wong

Tel: (852) 2136 6183/ 3170 6752/ 3920 7645

Fax: (852) 3170 6606

Email: charis.yau@iprogilvy.com/ veronica.hui@iprogilvy.com/
vivian.wong@iprogilvy.com