

(For Immediate Release)

LILANZ 利郎

China Lilang Limited
中國利郎有限公司

“LILANZ” Receives “2012 China Brand Grand Award – Most Creative Design Award”

(28 August 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 its core brand “LILANZ” was honoured with the “2012 China Brand Grand Award – Most Creative Design Award” presented by the Brand China Industry Union and the China Chamber of International Commerce on 8 August 2012.

“LILANZ” officially received the “2012 China Brand Grand Award – Most Creative Design Award” at the 6th China Brand Festival, which was held in Beijing. The “China Brand Grand Award” is one of the most important awards presented at the festival. This year’s selection process is based on the principles of openness, fairness and honesty. Corporate brands, industry brands, as well as regional brands from China were assessed by professionals and the public. The judging panel ultimately selects winners of awards including the “China Brand Huapu Award”, “China Brand Jinpu Award” and “China Brand Grand Award”, in accordance with assessment criteria such as brand independence, brand influence, brand vitality, brand innovation and social responsibility. “LILANZ” was presented the “2012 China Brand Grand Award – Most Creative Design Award” during the ceremony, which affirms the success achieved by “LILANZ” when it comes to creative design, and its leading position in China’s menswear industry.

Chairman of the Group, Mr. Wang Dong Xing commented, “We are greatly honoured to receive such a special award at this ceremony, as it demonstrates the judging panel’s appreciation of the Group’s ‘simple yet sophisticated’ style, which the Group has adhered to over the years. ‘Simple yet sophisticated’ not only describes the style of our products, but it is also the core value of our brand, and it is with this design philosophy that we lead fashion trends. Looking ahead, the Group will continue to enhance its brand image and strive for excellence when optimizing product designs, in order to bring better product designs to its consumers, and to fortify the leading position of ‘LILANZ’ in the menswear market.”

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Photo Caption: Mr. Huang Bin, Director of Business Wear Fashion Design of China Lilang and Ms. Shen Li, Assistant to the President receives the award on behalf of China Lilang



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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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