

**(For Immediate Release)**

**LILANZ 利郎**

**China Lilang Limited**  
中國利郎有限公司

**“LILANZ” Receives “Jack · The 8<sup>th</sup> China National Garment Association Award - Public Award”**

(2 April 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 “Jack · The 8<sup>th</sup> China National Garment Association Award - Public Award” at the 8<sup>th</sup> China National Garment Association Award ceremony held by China National Garment Association (“CNGA”) on 25 March 2012.

This year’s selection process adhered to principles of fairness, impartiality and openness and involved a three-month long nomination period. The organizer shortlisted candidates based on three sets of information collected from “business coverage data”, “consumer surveys” and “industry expert surveys”. Then a panel of authoritative experts made the final assessment to select winners of the nine brand of the year awards and five special awards. Having won this year’s public award indicates the panel’s approval of the “LILANZ” brand’s level of market recognition, reputation and popularity among consumers, further affirming the leadership position of “LILANZ” in the PRC menswear market.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang commented, “We are greatly honoured to have received such an award in this awards ceremony. This signifies the panel’s appreciation of the Group’s continuous effort over the years in enhancing and developing the ‘LILANZ’ brand. It also signifies the market’s endorsement of ‘LILANZ’’s positioning with its trendy and simplistic style. Looking ahead, the Group will continue to enhance its brand image and optimize its product designs to bring better products to its customers, and reinforce the Group’s leading position in the menswear market.”

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*Photo: Executive Director of China Lilang, Mr. Hu Cheng Chu receiving the award.*



*Photo: Executive Director of China Lilang, Mr. Hu Cheng Chu making his acceptance speech.*



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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 December, 2011, the Group's products were sold to consumers through 3,268 retail outlets operated or subcontracted by 96 distributors nationwide.

For further inquiries, please contact:

**iPR Ogilvy Ltd.**

Demi Lo/ Athena Chan/ Veronica Hui/ Charis Yau

Tel: (852) 3920 7625/ 3920 7645/ 3170 6752/ 2136 6183

Fax: (852) 3170 6606

Email: demi.lo@iprogilvy.com/ athena.chan@iprogilvy.com/  
veronica.hui@iprogilvy.com/ charis.yau@iprogilvy.com