

**(For Immediate Release)**

**LILANZ 利郎**

**China Lilang Limited**

中國利郎有限公司

**China Lilang Year on Year Sales Order Growth  
Reached 28% for the 2011 Autumn Sales Fair**

(30 March 2011 – 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 2011 Autumn Sales Fair (“Autumn Sales Fair”) had just been successfully held in Jinjiang, Fujian. Total order value surged 28% compared to last year. This stellar performance is attributable to the double-digit growth of both average selling price and sales volume. These orders are expected to be delivered during the period from June 2011 to October 2011.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang concluded, “The satisfactory order book growth for the Autumn Sales Fair was contributed by the strong awareness of our brand and high quality of our products. Over the years, we have leveraged on our experiences in product development, and honed our product designs which allow us to create collections that are increasingly better aligned with consumers’ taste. Favorable response to our autumn collection is evidence to the distributors’ confidence in our brand.”

He continued, “The Group is excited for the future of the retail sector and anticipates a strong growth momentum in China domestic market throughout the year. China Lilang will adhere to its development strategy and continue striving to become the leader in China’s 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 and casual apparel for men. 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 and casual purposes. Its products include suits, jackets, shirts, trousers, sweaters and accessories. As at 31 December, 2010, the Group's products were sold to consumers through 2,885 retail outlets operated or subcontracted by 87 distributors nationwide.

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