

**(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 26.5% for the 2011 Spring and Summer Sales Fair**

(13 September, 2010) – **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, announced that its 2011 Spring and Summer Sales Fair had been successfully held in Jinjiang, Fujian with satisfactory sales order booking.

According to the figures of the Sales Fair, total order amount surged 26.5% year on year, indicating a growing trend as compared to the year on year sales order growth of 25% for the spring and summer sales fair last year. The average price of products recorded a double-digit growth. Deliveries of these orders are expected to commence in January of 2011.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang said, “The increasing product price and order volume for the Spring and Summer Sales Fair reflected the Group’s enhanced brand recognition and improved product quality, which has boosted the market demand for our products and also increased the confidence of our distributors in placing orders. As the growth momentum in China consumer market remains strong, the Group is optimistic about the future of the retail sector. The Group believe that the retail market share of menswear industry will consolidate towards the stronger players in the coming future. The Group will seize this opportunity and strengthen our position as the leader in the China menswear market.”

— End —

### **About China Lilang**

China Lilang is one of the leading PRC menswear brands. 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 products of designs for all seasons under its “LILANZ” brand. Its menswear products are designed for business and casual purposes. Its products include suits, jackets, shirts, trousers, sweaters and accessories and are broadly divided into business formal, business casual, fashion casual and sports. As at 30 June, 2010, the Group’s products were sold to end customers through 2,674 retail outlets operated or subcontracted by 59 distributors nationwide.

The Group’s sub-brand “L2” has launched officially. Its first store has been opened in Hunan in late July 2010. The Group targets to open 100 stores nationwide by the end of 2010.

*China Lilang Year on Year Sales Order Growth  
Reached 26.5% for the 2011 Spring and Summer Sales Fair  
13 Sep, 2010  
Page 2*

For further inquiries, please contact:

**iPR Ogilvy Ltd.**

Natalie Tam/ Charis Yau/ Phillip Lo/ Nelson Lee / Athena Chan

Tel: (852)2136 6182/ 2136 6183/ 3170 6754/ 2136 6956 / 3920 7645

Fax: (852) 3170 6606

Email: natalie.tam@iprogilvy.com/charis.yau@iprogilvy.com/  
philip.lo@iprogilvy.com/nelson.lee@iprogilvy.com/  
athena.chan@iprogilvy.com