

(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 33% for the 2010 Winter Sales Fair

(10 June, 2010 – 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, announced that its 2010 Winter Sales Fair (“Winter Sales Fair”) had just been successfully held in Jinjiang, Fujian. Total order value surged 33% year on year, a record-setting performance for the year. The growth rates of the order levels for the last two seasons were both at 25%. The average price of apparel products recorded a double-digit growth. These orders are expected to be delivered during the period from August 2010 to December 2010.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang concluded, “The satisfactory order book growth for the Winter Sales Fair was attributable to the strong awareness of our brand. In addition, leveraging on our experiences in product development and by enhancing our product design, we were able to have product collections which were better aligned with consumers’ needs. As a result, the favorable response to our winter collection demonstrated the vote of confidence of our distributors in our quality products.”

He continued, “The Group is optimistic about the future of the retail sector and anticipates the growth momentum in China domestic market will remain strong in the second half of the year. The Group will adhere to its development strategy and continue to strive to become the leader in China menswear market.”

— End —

About China Lilang

China Lilang is one of the leading PRC menswear companies. As an integrated fashion enterprise, the Group designs, sources, manufactures and sells high-quality business and causal apparels for men. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC. China Lilang has been included as the constituent stock of Morgan Stanley Capital International (MSCI) Hong Kong Small Cap Index Series, effective on 26 May, 2010.

The Group offers its customers products with designs for all seasons under its LILANZ and L2 brands. Its menswear products are designed for business and causal purposes. Its products include suits, jackets, shirts, trousers, sweaters and accessories and are broadly divided into business formal, business causal, fashion causal and sports.

As at 31 December, 2009, the Group’s products were sold to end customers through 2,561 retail outlets operated or subcontracted by 54 distributors nationwide.

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