

(For Immediate Release)

LILANZ 利郎

China Lilang Limited

中國利郎有限公司

**China Lilang Announces 2015 Winter Trade Fair Results
Sales Orders Growth of "LILANZ" Further Improved to 15-17%**

(3 June 2015 – Hong Kong) **China Lilang Limited** ("China Lilang" or the "Company", which together with its subsidiaries, is referred to as the "Group"; stock code: 1234) is pleased to announce the results of its 2015 Winter Trade Fairs.

Comparing with the 2014 Winter Trade Fairs, the Group's core brand "LILANZ" continued to accelerate and recorded approximately 15-17% growth in total order value at the 2015 Winter Fair. Meanwhile, the Group's sub-brand "L2" recorded approximately 10-13% growth in total order value at the Winter Fair this year. Confidence level among the distributors is improving as the channel inventory was brought back to a healthy level and retail sales gathered growth momentum. The Group's efforts to increase the proportion of original design products and the adoption of the strategy of "improving product quality without raising the price" also had a positive effect on order level. At the trade fairs, average selling prices by product category of both brands were similar to those of their 2014 Winter collections. Delivery of the above orders is expected to commence in August 2015.

The 2015 Winter Trade Fairs of "LILANZ" and "L2" had just been held in Jinjiang and Shanghai, respectively, each of which showcased over 1,000 new products of apparel, shoes and accessories.

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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 and fashion casual menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC under its core brand "LILANZ" and sub-brand "L2". Its menswear products include jackets, coats, suits, shirts, trousers, sweaters and accessories.

For further inquiries, please contact:

iPR Ogilvy & Mather

Charis Yau / Janis Lai / Heng Tam

Tel: (852) 2136 6183/ 2169 0646 / 3920 7656

Fax: (852) 3170 6606

Email: lilang@iprogilvy.com