

(For Immediate Release)

LILANZ 利郎

China Lilang Limited
中國利郎有限公司

China Lilang Announces 2014 Autumn Trade Fair Results “LILANZ” and “L2” Sales Orders Increased

(12 March 2014 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, together with its subsidiaries, known as the “Group”; stock code: 1234) is pleased to announce the results of its 2013 Autumn Trade Fairs.

Compared with the 2013 Autumn Trade Fairs, the Group’s core brand “LILANZ” has recorded a mid single-digit increase in total order value, and this is the first growth of the brand since its 2013 Spring and Summer Trade Fair. The Group’s sub-brand “L2” registered a growth of 10-15% in total order value, which is higher than that of its 2014 Spring and Summer Trade Fair. The average selling prices of both brands are similar to the comparable prices of the 2013 Autumn collections. Delivery of the above orders is expected to commence in June 2014.

The 2014 Autumn Trade Fair of “LILANZ” and “L2” had been held from late February to early March in Jinjiang and Shanghai respectively. Over 1,000 new products of apparel, shoes and accessories were showcased in each of the trade fairs of “LILANZ” and “L2”.

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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 suits, jackets, shirts, trousers, sweaters and accessories.

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