

**(For Immediate Release)**

**LILANZ 利郎**

**China Lilang Limited**

中國利郎有限公司

**China Lilang Announces Results of  
2013 Winter Sales Fairs**

(28 May 2013 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, together with its subsidiaries, known as the “Group”; stock code: 1234), a leading menswear company in China, announces the results of its 2013 Winter Sales Fairs.

Compared with the 2012 Winter Sales Fair, the total order value for the Group’s core brand “LILANZ” in the 2013 Winter Sales Fair decreased 16%. This decline was narrowed from that of the 2013 Autumn Sales Fair. The Group’s sub-brand “L2” at the 2013 Winter Sales Fair reported a low single-digit growth in the total order value.

The management believes that the order levels mainly reflect the Group’s efforts to strengthen the management of retail channels and inventory, and the appropriate control over the level of trade orders according to the market conditions. In the 2013 Winter Sales Fairs, “LILANZ” recorded a high single-digit decline in the average selling price while “L2” registered a low single-digit increase in that. These reflect the changes in product mix. Delivery of the above orders is expected to commence in August 2013.

The 2013 Winter Sales Fair of “LILANZ”, which lasted for over half a month, was held in May in Jinjiang, Fujian province while the Winter Sales Fair for “L2” was held in Shanghai. During the sales fairs, an aggregate of over 1,000 new products of all product categories including apparel, shoes and accessories under the “LILANZ” and “L2” brands were showcased.

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### **About China Lilang**

China Lilang is a leading PRC menswear enterprise in the PRC. 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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