

(For Immediate Release)

LILANZ 利郎

China Lilang Limited
中國利郎有限公司

**China Lilang Announces Sales Order Growth for
2012 Winter Sales Fair
“LILANZ” and “L2” Sales Orders
Increased by 11.5% and 40.5% Respectively**

(5 June 2012 – 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, is pleased to announce that the 2012 Winter Sales Fair for its core brand “LILANZ” and sub-brand “L2” were successfully concluded. Compared with the 2011 Winter Sales Fair, the total order value for “LILANZ” and “L2” respectively climbed 11.5% and 40.5%. Both brands posted single-digit increases in average selling price for the 2012 Winter collections. Delivery of the above orders is expected to commence in August 2012.

The Group continued the new order policy implemented in the 2012 Autumn trade fair, which lowers the portion of orders placed by distributors during the sales fair at 80%, down from 85%-90%. However, distributors can replenish their stock by making additional orders if the products are selling well. The Group believes that this new policy will better utilize the flexibility of the Group’s production arrangements and help to control distributors’ inventories, contributing to sound risk management.

The 2012 Winter Sales Fair of “LILANZ”, which lasted for over half a month, was held from mid-May to early June in Jinjiang, while the Winter Sales Fair for “L2” was held in Shanghai. During the fairs, an aggregate of over 1,000 new “LILANZ” and “L2” products were showcased, covering all three main product categories 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 menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

The Group offers its customers designs for all seasons under its core brand "LILANZ" and sub-brand "L2". Its menswear products are designed for business casual purposes. Its products include suits, jackets, shirts, trousers, sweaters and accessories. As at 31 December, 2011, the Group's products were sold to consumers through 3,268 retail outlets operated or subcontracted by 96 distributors nationwide.

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