

(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 Autumn Sales Fair
“LILANZ” and “L2” Sales Orders
Increased by 16% and 61% Respectively**

(29 March 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 Autumn Sales Fairs for its core brand “LILANZ” and sub-brand “L2” were successfully held. Compared with the 2011 Autumn Sales Fairs, the total order value for “LILANZ” and “L2” respectively climbed 16% and 61%. Both brands posted single-digit increases in average selling price for the 2012 Autumn collections. Delivery of the above orders is expected to commence in June 2012.

Starting from this sales fair, the Group has implemented a new order policy by lowering the portion of sales fair orders made by distributors from 85%-90% to 80%. Should sales be satisfactory, distributors can replenish their orders after. The Group believes that this new policy will better benefit from the flexibility of the Group’s production arrangements and help to control distributors’ inventories for sound risk management.

2012 Autumn Sales Fair of “LILANZ”, which has happened over half a month, was held from the end of February to mid-March in Jinjiang, while the Autumn Sales Fair for “L2” was held in Shanghai. During the sales fairs, “LILANZ” and “L2” exhibited an aggregate of over 1,000 new products including apparels, shoes, accessories, etc.

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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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