

(For Immediate Release)

LILANZ 利郎

China Lilang Limited

中國利郎有限公司

**“LILANZ | JIWENBO” 2012 Fashion Show
Successfully Held at Beijing Fashion Week**

(3 November 2011 – 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 enterprises in China, announces that the **“LILANZ | JIWENBO” 2012 Fashion Show** jointly produced by its core brand “LILANZ” and its chief designer, Mr. Ji Wenbo, was successfully held on 28 October, during the Beijing Fashion Week. That night, the avant-garde and fashionable designs presented in the show astonished a crowd of over 500 guests from all over the world.

Since Milan Fashion Week and Tokyo Fashion Week, China Lilang once again joined forces with the brand’s chief designer, Mr. Ji Wenbo, to produce the “LILANZ | JIWENBO” 2012 Fashion Show at “Qi Jiu Guan” of D-PARK Beijing Club, which is known as the iconic structure of China’s Fashion World. With brand new visual effects, and strong line-up of renowned models, complemented by an international-level production team, the Group presented over 160 ensembles of new designs and collections under the theme of “Meditate 2012”. Overall, the designs revolved around “Elements of the Cultural Arts”. Designs based on traditional Chinese culture, infused with particular characteristics of foreign culture, are created using three-dimensional cutting and a combination of unique patterns and top-quality, comfortable fabric, effectively demonstrating both the brand’s and the designer’s exceptional fashion beliefs.

Mr. Wang Dong Xing, Chairman and Executive Director of the Group, commented, “Since China Lilang was found, it has always adhered to its philosophy of ‘Simple yet Sophisticated’. Over the years, it continuously innovates and leads the fashion trends. With our unique understanding of fashion and keen insights into the market, China Lilang has won the favour of the consumers. We are very honoured to once again exhibit our trendy and quality products to the wider public through this event. The Group will continue enhancing its brand image and improving the product designs, bringing its customers even greater shopping experiences, so as it solidify ‘LILANZ’ leading position in the menswear market.”

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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 30 June, 2011, the Group's products were sold to consumers through 3,025 retail outlets operated or subcontracted by 91 distributors nationwide.

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