

**(For Immediate Release)**

**LILANZ 利郎**

**China Lilang Limited**

中國利郎有限公司

**China Lilang Announces Results of its 2013 Autumn Sales Fairs  
“L2” Sales Order was Flat and “LILANZ” Sales Order Decreased**

(8 April 2013 – 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, announces that the 2013 Autumn Sales Fairs for its core brand “LILANZ” and sub-brand “L2” were successfully held. Compared with the 2012 Autumn Sales Fairs, total value of the orders for “LILANZ” products declined by 26% and total value of the orders for “L2” products was flat. Due to a change in product mix of the 2013 autumn collections, the average unit selling price of “LILANZ” recorded a single-digit decline while that of “L2” registered a double-digit decrease. Delivery of the above orders is expected to commence in June 2013.

The decrease in total value of orders for “LILANZ” products in the autumn trade fairs is mainly attributable to the relatively high inventory levels of the 2012 autumn collections at the sales channel as compared with that of the previous year and the fact that the Group encourages its distributors to speed up their destocking process. However, assuming that the overall business environment does not deteriorate, the Group is confident that situation for the 2013 winter trade fair will stabilize after the adoption of various measures including the continuous enhancement of its brand image and product design and strengthening its management of the retail channels and inventory.

The 2013 Autumn Sales Fair of “LILANZ”, which lasted for over half a month, was held from mid-March to early April in Jinjiang, Fujian Province while the Autumn Sales Fair for “L2” was held in Shanghai. During the sales fairs, “LILANZ” and “L2” each exhibited over 1,000 new products including apparels, shoes and accessories.

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### **About China Lilang**

China Lilang is one of the leading PRC menswear enterprises 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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