

To: Business Editor  
【For Immediate Release】



**Bosideng International Holdings Limited**  
**波司登國際控股有限公司**

**Bosideng receives two honours**

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**Won the “China Mask Award” for three consecutive years and  
Named among “2008-2009 Top 10 Most Competitive Enterprises  
in the China Apparel Industry”**

【12 August, 2009 - Hong Kong】 China’s largest down apparel company, **Bosideng International Holdings Limited** (“Bosideng” or the “Company”; stock code: 3998, together with its subsidiaries the “Group”) has won two major awards in the PRC on August 8, 2009. It has once again received the “China Mask Award” for three consecutive years at the 3<sup>rd</sup> China Brand Festival Award Presentation Ceremony. It was given the title as “Invincible General Delivering Stable Growth”. On a separate occasion, Bosideng was named amongst “2008-2009 Top 10 Most Competitive Enterprises in the China Apparel Industry” by China National Textile and Apparel Council (“CNTAC”).

The “China Mask Award”, one of the most notable branding awards in China, was presented to 25 Chinese enterprises with outstanding performances with respect to proprietary innovation and proven record in brand development. Bosideng has been the winner of this award for three consecutive years ever since the first China Brand Festival was held. In 2007 and 2008, Bosideng was named “The Role Model of Persistent Exploration” and “Industry Leader with Tremendous Strengths” respectively. The title of “Mature Invincible General” this year is a further recognition of Bosideng’s market leading position.

On August 8, the “2008-2009 500 Most Competitive Enterprises in the China Apparel Industry” Award Presentation Ceremony held by CNTAC in Guangzhou earlier this month, Bosideng was named one of the Top 10 Most Competitive Enterprises in the China Apparel Industry. This award further proves that the Group’s competitive edges in relation to branding, design and product quality received high regards in the market.

On receiving these two honours, Mr. Gao Dekang, Chairman and Chief Executive Officer of Bosideng said, “We are delighted to receive these awards, which served as a recognition to Bosideng’s achievements. As a trendsetter and industry leader, we focus on enhancing our brand value and look forward to expanding into the global market with the Bosideng brand. Looking ahead, we will continue to enhance the recognition of the Bosideng brand and further expand the Group’s non-seasonal apparel business, develop the Group into a diversified apparel conglomerate with the Group’s portfolio of brands, including ‘Snow Flying’, ‘Kangbo’, ‘Bingjie’ and ‘Bosideng MAN’.”



## **Appendix**

### **The List of "China Mask Award" Winners**

<b>Energetic Young Leaders</b>
Tencent
Aigo
Baidu
New Oriental
Alibaba
<b>Future-leading Industry Leader</b>
Hainan Airlines
Hunan TV
Sina
TCL
Wanda Group
<b>Rapid-rising Pioneer</b>
Great Wall Motor
Mengniu Group
EVOC Group
Great Wall Technology
Geely Group
<b>Mature Invincible General</b>
Bosideng
Doublestar
China Merchants Bank
New Hope Group
UFIDA
<b>Global-renowned National Business card</b>
Haier Group
CCTV
China Telecom
Qingdao Beer
Shaolin Temple



**About Bosideng International Holdings Limited:**

Bosideng International Holdings Limited (the "Company", together with its subsidiaries collectively referred to as the "Group") is the largest down apparel company in the PRC. Its retail distribution network comprises 5,662 retail outlets covering more than 65 cities across the nation, selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bingjie", "Shuangyu" and "Shangyu". Through these brands, the Group offers a wide range of down apparel products targeting various consumer segments, strengthening and expanding its leading position in the PRC down apparel industry. According to China Industrial Information Issuing Centre ("CIIIC"), in terms of sales in 2008, "Bosideng", "Snow Flying", "Kangbo" and "Bingjie" down apparel products achieved a combined market share# of 39.5% in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 14 consecutive years from 1995 to 2008, according to the CIIIC and the National Bureau of Statistics of China. To further optimize its product mix and increase profitability, the Group has gradually begun to implement a "non-seasonal product" development strategy. In September 2008, the Group opened its first non-seasonal apparel specialty store in Changshu; in May 2009, the Group acquired a menswear company and made its entry into the menswear business. In the same month, the Group formed a joint venture company to engage in the sales, promotion and development of an international brand "Rocawear" in the Greater China Region (including China, Hong Kong, Macau Special Administrative Region and Taiwan).

# Among the 30 largest down apparel brands

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