

To: Business Editor
[For Immediate Release]



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

**Bosideng welcomes the IDG Entities as
New Corporate Investor holding a 2.77% stake**

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**Fostered Strategic Partnership
to Jointly Develop the Rocawear Business**

[21 September, 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 been informed by its substantial shareholder Shanghai Olympics Investment Holdings Company Limited ("Shanghai Olympics"), a wholly-owned subsidiary of The HSBC Private Equity Fund 3 Limited ("HSBC Private Equity"), that IDG-Accel China Capital L.P. and IDG-Accel China Capital Investors L.P. (the "IDG Entities") have purchased 215,000,000 Shares (representing approximately 2.77% of the issued share capital of the Company) from Shanghai Olympics on 18 September 2009. Upon completion of the share purchase, Shanghai Olympics remains the second largest shareholder of the Company, with its direct shareholding in the Company decreasing from approximately 7.93% (comprising 616,151,953 Shares) to approximately 5.16% (comprising 401,151,953 Shares).

In addition, in the interests of enhancing strategic business cooperation with the Group, the IDG Entities intend to subscribe for an aggregate of 10% of the issued share capital of Rocawear (China) Limited ("JV Company"), which is a joint venture company currently owned by Bosideng (as to 78%) and Iconix China Limited (as to 22%). The IDG Entities will also extend a loan of up to HK\$20 million to the JV Company for business development, working capital and general corporate purposes.

Mr. Gao Dekang, Chairman and Chief Executive Officer of Bosideng, welcomes the IDG Entities' investment in Bosideng. "We are delighted that the IDG Entities intend to become one of the Group's corporate investors. The IDG Entities have a strong track record and extensive experience in helping start-up companies and will bring valuable insights to the JV Company. The IDG Entities' investment reflects their confidence in the promising future of the Bosideng as well as Rocawear businesses in the PRC market. We look forward to continued and further business collaborations with Shanghai Olympics and the IDG Entities if suitable opportunities arise." Mr. Gao said.

On the investments in Bosideng, General Partner of IDG Entities, Mr. Quan Zhou said, "With Bosideng's wealth of experience in brand marketing and apparel retailing in the PRC market, we are confident that the Rocawear business will benefit from Bosideng's expertise and develop rapidly in the greater China market. We will also contribute our strong experience to support the Rocawear business development. We believe that Rocawear will be one of the growth drivers for Bosideng in the future, and Bosideng will be able to bring the fruitful returns to its shareholders."

Upon completion of the share subscription by the IDG Entities (or its affiliates) in the JV Company, Bosideng BVI, Iconix China Limited and the IDG Entities (or its affiliates) will each own 70%, 20% and 10% of the shareholding interests of the JV Company, respectively. Subject to approval by the relevant PRC governmental authorities, the JV Company intends to establish a wholly-owned PRC operating subsidiary through which it will conduct the production, sale, advertising and promotion of "Rocawear" branded male and female apparel and accessories in the PRC, Hong Kong, Macau Special Administrative Region and Taiwan ("Greater China Region"). The Group intends to launch Rocawear men's and women's products by 2010 through the JV Company and further develop the Rocawear brand in the Greater China Region by opening approximately over 300 Rocawear free-standing stores and shop-in-shop concepts within the next three years under suitable business conditions.

Mr. William Shen, Managing Director and Head of Greater China of HSBC Private Equity, expresses HSBC Private Equity's continued support for Bosideng, "HSBC Private Equity is honoured to be working with Bosideng and witnessed its successful transformation from selling traditional down apparels to fashionable down wear in the past three years. The Group has achieved good results by diversifying its business with the introduction of non-seasonal apparel products and menswear to the market. The Group has also made substantial efforts to enhance its distribution channels. We are confident that Bosideng will be able to maintain its leadership in the PRC market and develop into a diversified apparel conglomerate. Being the second largest shareholder of the Company, we remain upbeat about Bosideng's future and will continue to support the Group's development."

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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 (“CIIC”), 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 CIIC 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.

Among the 30 largest down apparel brands

About IDG Entities:

The IDG Entities, which has a combined fund size of over US\$600million, are members of the IDG investment fund group which has more than 15 years of experience of investing in China-related projects with a total investment capital of approximately US\$2.4billion. The principal investment sectors of the IDG Entities include technology, telecom, media, healthcare, energy, clean technology, consumer business and service business.

About HSBC Private Equity:

HSBC Private Equity is a US\$700 million regional private equity fund focusing on private equity investments in Asia. The shareholders of HSBC Private Equity are mainly institutional and private investors from Asia, Europe, the Middle East and the United States. HSBC Private Equity invests primarily in companies, which provide an investment exposure to China, including Hong Kong, South Korea, Singapore and Taiwan. HSBC Private Equity is also permitted to invest in companies, which provide an investment exposure to other countries in the Asian region, including India, Japan, Malaysia, the Philippines and Thailand. Principal sectors for investments by HSBC Private Equity include consumer goods and services, industrial, manufacturing and electronics. HSBC Private Equity is advised by HSBC Private Equity (Asia) Limited (“HPEA”). HPEA is the Asian private equity arm of the HSBC Group and the active capital under management is approximately US\$2.5billion.

Issued by Porda International (Finance) PR Group for and on behalf of **Bosideng International Holdings Limited**. For further information, please contact:

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