

[For immediate release]



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Donates Relief Materials Worth RMB10,000,000 to Victims of Qinghai Earthquake

(Hong Kong, 16 April 2010) – Bosideng International Holdings Limited (“Bosideng”, or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”) today announces that the Group urgently supplies relief materials with a worth of RMB10,000,000 to victims of the earthquake in Yushu county, Qinghai Province through Changshu City Charity Organization (「常熟市慈善總會」). The relief materials are expected to be delivered to the disaster area on 22 April 2010, offering aid to the victims.

Ms. Mei Dong, Executive Director and Vice President of Bosideng, said, “The 7.1 magnitude in Yushu County, Qinghai Province caused great damage to the people’s lives and fortune in the disaster area. The disaster area is located at a high altitude cold zone, with electricity cut off and heating system paralyzed after the earthquake. Great amount of winter apparel is needed for the victims. We give the victims our deepest regards and we expressed our care and concern through action. We will closely monitor the situation in the disaster area, and will spare no effort to provide support and relief to the victims to help them rebuild their homes.”

Bosideng has advocated the corporate culture of “Benevolence for Earnestness”, contributing to the society by taking up social responsibility and actively participating in social welfare affairs.

-End-

About Bosideng International Holdings Limited:

Bosideng International Holdings Limited is the largest down apparel company in the PRC. Its retail distribution network comprises 5,855 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 15 consecutive years from 1995 to 2008.

To further optimize its product mix and increase profitability, the Group acquired a menswear company and made its entry into the menswear business in May 2009. 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

For further information, please contact:

iPR Ogilvy Ltd.

Beatrice Wong/ Karen Tse/ Charis Yau/ Callis Lau

Tel: (852) 2136 6176/ 2136 6950/ 2136 6183/ 2136 6952

Fax: (852) 3170 6606

Email: beatrice.wong@iprogilvy.com/ karen.tse@iprogilvy.com/
charis.yau@iprogilvy.com/ callis.lau@iprogilvy.com