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波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Taps China Ladies' Wear Market BOSIDENG · RICCI targets high-spending ladies market

(Hong Kong, 21 November 2010) – Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), announces the first product launch show of the Group's new ladies' wear brand, BOSIDENG · RICCI, was successfully held on 18 November, marking the Group's venture into the ladies' wear market in China.

At the 2011 Spring/Summer product launch, the BOSIDENG · RICCI collection was showcased to the public. The brand targets the mid-upper class intellectual ladies aged between 25 to 40 years old who pursue high quality life style and have mature aesthetic vision.

The three series of BOSIDENG · RICCI were staged during the show, namely, [Modern Fashion, Business Wear and BOSIDENG · RICCI Style]. The theme colours of the collection are black, white, grey, beige and brown, which give a classic and elegant style to the collection. Another feature of the products are the flexibility for mix and match, that enables the ladies to create own unique style.

BOSIDENG · RICCI is a ladies' wear brand directly invested and operated by Bosideng.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "BOSIDENG · RICCI is the key project of the Group's strategy of "Implementation of diversified brand portfolio". Before this, the Group has also expanded to menswear and casual wear areas and achieved remarkable results. We are confident towards the development of BOSIDENG · RICCI, we plan to stores mainly in Eastern China in the first two years and expand to nationwide in three years. As the menswear, ladies' wear and casual wear business continue to expand, Bosideng will expedite the development of non-down apparel business and strive to become a "World Renowned Integrated Brand Operator". "

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21 November 2010/ Page 2



About Bosideng International Holdings Limited:

Bosideng International Holdings Limited is the largest down apparel company in the PRC. As at 31 March 2010, its retail distribution network comprises 5,620 retail outlets, 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 2009, "Bosideng", "Snow Flying", "Kangbo" and "Bingjie" down apparel products achieved combined market share# of 38.0% in the PRC.

"Bosideng" was the leading down apparel brand in the PRC for 15 consecutive years from 1995 to 2009, 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 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

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