

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Invests over RMB100m in Casual Wear Company Further expands non-down apparel business

(Hong Kong, 25 January 2011) Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), announced further development of the Group's non-down apparel business. Recently, Shanghai Bosideng International Fashion Co., Ltd., the Group's wholly owned subsidiary, has invested over RMB 100 million to increase capital of 上海旭高时装有限公司 ("Xugao Company"). After the capital increase, the Group will hold 56.04% interests in Xugao Company.

Xugao Company is a professional brand management and marketing company focused on casual wear design, development and marketing management. "Mogao", the brand founded by Xugao Company in 1999, targets young people aged between 20 to 30. The brand aspires to become an affordable casual fashion brand for all and create a happy, healthy and natural style for the young people. Currently, Mogao has about 400 stores across the nation, mainly in the east, northeast and central China.

After the capital increase, Xugao Company will enter a stage of rapid development leveraging on the Group's strong support. It is expected that Mogao's market share and brand awareness will be effectively enhanced, and will be evolving into a leading brand in the PRC casual wear market. In the next five years, the number of Mogao stores will be increased by 150-200 each year and will reach 1,300 in 2015.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The acquisition is an important step following the launch of Bosideng MAN, 'ROCAWEAR' and 'BOSIDENG · RICCI' to further expand the Group's non-down apparel business and to become a 'World Renowned Integrated Brand Operator'. With our vast experience in brand operation and retail business, we are confident that we can leverage on these advantages to expedite the development of casual wear and children's wear business in the Greater China region, and in turn bringing the best returns to our shareholders."

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited is the largest down apparel company in the PRC. It has 7,413 retail outlets across the nation, selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bengen" (previously known as "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 market share in the PRC down apparel industry.

According to the information of China Industrial Information Issuing Center ("CIIIC"), in terms of sales in 2009, the down apparel products of four brands of the Company, namely "Bosideng", "Snow Flying", "Kangbo" and "Bengen" enjoyed a total of 38.0% of the market share[#] in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 15 consecutive years from 1995 to 2009, according to CIIIC and the National Bureau of Statistics of China. As a leader in the PRC down apparel industry, the Group represented the PRC to introduce the latest Fall/Winter apparel fashion trends to the world at "China International Clothing and Accessories Fair" for 14 consecutive years.

To further improve its product portfolio and increase profitability, the Group has adopted a non-seasonal product development strategy. Currently, the non-down apparel projects of the Group include Bosideng menswear project, the project of "ROCAWEAR" in the Greater China Region and the ladies wear project of "BOSIDENG • RICCI". The Bosideng menswear business has developed rapidly and has already set up 865 retail outlets throughout China, the project of "ROCAWEAR" in the Greater China Region has commenced operation and the ladies wear project of "BOSIDENG • RICCI" is under early preparation. Apart from investing in the continuous development of the non-down apparel projects, the Group is actively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation in order to increase the proportion of non-down apparel business in total sales.

[#] Among the 30 largest down apparel brands

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