

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Increases Capital in Children's Wear Company Further Expansion in Non-down Apparel Business

(Hong Kong, 15 March 2011) Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), is pleased to announce the Group's further expansion in the non-down apparel business. Recently, Shanghai Bosideng International Fashion Co., Ltd., the Group's wholly owned subsidiary, invested approximately RMB100 million in various forms including capital increase for the acquisition of 51% shares of 上海蘭博星兒童用品有限公司 ("Lanboxing Company").

Lanboxing Company specializes in the design of children's wear and related products as well as brand operation. Brands operated by Lanboxing Company includes "D.D. Cat" established in 1999 and "Mikyo", "r100" and "M&Q" established in 2007 with brand positioning targeting the casual, stylish, sporty and personality children's wear markets. Currently, the four brands operate over 1,200 stores across the nation, mainly distributed in the provinces of eastern and southern China.

After the acquisition, Lanboxing Company will enter a stage of rapid development leveraging on the Group's strong support. It is expected that market share and brand awareness of the brand 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 stores under Lanboxing Company will be increased by 150-200 each year and will reach 2,000 in 2015.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The Group has been actively identifying non-down apparel brands with growth potential and good reputation, to increase the proportion of the non-down apparel business in overall sales. Not only does the investment in Lanboxing Company expand the Group's brand portfolio, our target customer segments are also widened, speeding up transformation of 'Bosideng' into an integrated apparel brand operator."

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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, the ladies wear project of "BOSIDENG • RICCI" and the casual wear project of "Mogao". 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, the ladies wear project of "BOSIDENG • RICCI" is under early preparation and the casual wear project of "Mogao" is actively expanding through capital increase, with approximately 400 retail outlets across the nation. 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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