

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

**Bosideng MAN Fall/ Winter 2011 Trade Fair Gained Enthusiastic Response
Sales Order Reached RMB 390 million Representing Y-o-Y Growth of
Approximately 36%**

(Hong Kong, 6 April 2011) – Bosideng International Holdings Limited (“Bosideng”, or the “Company”, stock code: 3998, together with its subsidiaries collectively referred to as the “Group”), the largest down apparel company in the PRC, today announces that the recent Bosideng MAN fall/ winter 2011 trade fair held in Changshu, Jiangsu Province, received enthusiastic response and sales order of RMB 390 million, representing a year-on-year growth of approximately 36%.

With the theme of “Fantasy Adventure”, the Bosideng MAN fall/ winter 2011 trade fair was held in Changshu International Convention and Trade Centre (常熟市國際會展中心) from 18 to 24 March 2011. The 7-day trade fair attracted the participation of over 900 distributors from all over China. Over 1,100 new products were shown during the trade fair. The orders will be delivered starting from August 2011.

During the product launch show held in the grand opening of the trade fair, Bosideng showcased the latest products of Bosideng MAN for the fall/ winter 2011. The designers came up with a collection with fashionable design and details comprising suits, jackets, coats, T-shirt, shirt, casual pants and accessories, featuring popular colours including dawn gray, translucent linden green, sandy brown, turquoise and lilac.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “In 2011, Bosideng MAN will continue to strengthen internal management and optimize the market terminals, strengthen brand influence, improve quality of service, product design and R & D. We will also cultivate new growth drivers and enhance the brand’s core value and scope. With such continuous improvement initiatives, we believe Bosideng MAN will have rapid and sound development.”

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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 2010, the down apparel products of four brands of the Company, namely "Bosideng", "Snow Flying", "Kangbo" and "Bengen" enjoyed a total of 36.7% of the market share[#] in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 16 consecutive years from 1995 to 2010, 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 15 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", the casual wear project of "Mogao" and the children's wear project of "D.D. Cat". 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 "BOSIDENG · RICCI" project is under early preparation, while the "Mogao" and "D.D. Cat" projects are actively expanding through capital increase, with approximately 400 and 1,200 retail outlets across the nation respectively. 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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