

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Group Obtained "China Industry Award" Being the First Enterprise Honoured in the Consumer Products Sector

(Hong Kong, 29 April 2011) Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), the largest down apparel company in the PRC, is pleased to announce that Bosideng Group is being accredited the "China Industry Award" in the 2nd China Industry Award Commendatory Congress held on 28 April 2011. Bosideng Group is not only awarded in the textile and apparel industry, but also the first enterprise in the consumer products sector in the PRC receiving such accreditation, demonstrating the success and vigor of Bosideng Group in brand strategy implementation, excellent management and innovation, setting a good example for the industry across the nation.

The "China Industry Award" is the highest accreditation in the Chinese industrial sector approved by the State Council and the cooperation between China Federation of Industrial Economies and 10 national industries federations ("federations"). The tough screening process follows the procedures of application, recommendation, judging, selection, announcement and obtaining final approval from the State Council. Other awardees include renowned enterprises such as Jinchuan Group Limited, Yankuang Group Company Limited and the Baosteel Group Corporation.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "We are very glad to be accredited with such high distinction. Not only does this demonstrate the leading position of Bosideng in the industry and recognition of the Group's efforts on innovation. In the future, Bosideng will continue accelerating its transformation for greater contribution in promoting development of the textile and apparel industry as well as the economic development of the society, thus leading Chinese apparel brands to the international market."

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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 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 ladies wear project of "BOSIDENG · RICCI" is under early preparation, the casual wear project of "Mogao" and children's wear project of "D.D. Cat" 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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