

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Acquires Property at UK Prime Location at a Consideration of HK\$240 million to Construct Landmark Building

**Opens First Down Apparel and Menswear Flagship Store in Europe
Realizing Brand Internationalization**

(Hong Kong, 15 June 2011) Since the entry of Bosideng Menswear into the UK market in 2008, **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, announces that the Group acquired a property at 28 South Molton Street near the Oxford Street shopping area in the West End of London at a consideration of £20,050,000 (approximately HK\$240 million). The property will be turned into the Group's down apparel and menswear flagship store and its headquarters in Europe. This will be the first overseas down apparel and menswear flagship store of Bosideng which marks an important move of the Group's expansion in the UK market.

Based on its plan, the Group will invest approximately £5,000,000 to £6,000,000 to reconstruct the property into a landmark building. A down apparel and menswear flagship store will be opened on the ground floor. This is the Group's first flagship store in Europe, through which the Group plans to enhance brand popularity and reputation. The Group also plans to promote its brand image through wall mounted advertisements by making use of the prime location and high pedestrian flow nearby. The remaining floors will be used as the Group's headquarters in Europe.

The 6-storey building is located at the core area of the West End of London, which is the most prosperous commercial district of London and also the largest commercial district in Europe. The building also neighbors on Oxford Street, the major shopping area in the UK attracting over 30 million tourists per year. The building is only 20 metres away from the Bond Street exit of the London Underground with a traffic flow of 24 million per year and opposite to the Bond Street Station of Cross Rail.

- Cont'd -

Bosideng Acquires Property at UK Prime Location at a Consideration of HK\$240 million to Construct Landmark Building

Opens First Down Apparel and Menswear Flagship Store in Europe Realizing Brand Internationalization

15 June 2011/ Page 2

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The acquisition of the property is an important move by Bosideng in its expansion into the international market and development into a world famous brand. The Group expects to invest a total of HK\$300 million for the acquisition of the property and flagship store opening. The down apparel and menswear flagship store is expected to open in July 2012. Apart from being the leading down apparel brand in China, the Group has also successfully transformed into an integrated brand operator through acquisition, capital increase and direct investment in menswear, ladies wear and children's wear projects. As the Group's first down apparel and menswear flagship store opens in the core area of London, the Group will further expand its overseas business and fuel the growth with new drivers, turning 'Bosideng' into a world famous brand."

-End-



Exterior of the Group's flagship store and headquarter

About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the "Company", together with its subsidiaries collectively referred to as the "Group") is the largest down apparel company in the PRC. It has 7,579 retail outlets 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 to strengthen and expand its leading position in the PRC down apparel industry.

According to China Industrial Information Issuing Center ("CIIIC"), in terms of sales in 2010, "Bosideng", "Snow Flying", "Kangbo" and "Bengen" down apparel products achieved a combined market share[#] of 36.7% 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 introduced, for 15 consecutive years, the latest fashionable Fall/Winter apparel trend to the world on behalf of the PRC at the "China International Clothing and Accessories Fair".

To further optimize its product mix and increase profitability, the Group has adopted a "non-season product" development strategy. Currently, the non-down apparel products of the Group include "Bosideng MAN", "BOSIDENG RICCI" womenswear, "Mogao" casual wears and "D.D. Cat" kids wears, "VETALLO" high-class menswear and the franchise project of "ROCAWEAR" in the Greater China Region. The Bosideng menswear business has developed rapidly and has already set up 979 retail outlets throughout China, while the franchise project of "ROCAWEAR" in the Greater China Region has opened 7 consignment counters in major cities including Beijing, Shanghai and Hangzhou. Apart from investing in the continuous development of the above non-down apparel businesses, the Group is actively exploring opportunities to merge and acquire non-down apparel brands with high development potential and good reputation in order to further increase the proportion of non-down apparel business in total sales.

[#] Among the 30 largest down apparel brands

For further information, please contact:

iPR Ogilvy Ltd.

Beatrice Wong/ Karen Tse/ Charis Yau/ Callis Lau

Tel: (852) 2136 6176/ 2136 6950/ 2136 6183/ 2136 6952

Fax: (852) 3170 6606

Email: beatrice.wong@iprogilvy.com/ karen.tse@iprogilvy.com/
charis.yau@iprogilvy.com/ callis.lau@iprogilvy.com