

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng 2011/2012 Down Apparel Grand Product Launch Unveiling the First "Autumn Down Apparel" Series Demonstrating Enhanced R&D Creativity

(Hong Kong, 30 August 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 the 2011/2012 Bosideng down apparel product launch was held in Jiuzhaigou, Sichuan on 21 August 2011, showcasing 90 pieces of Bosideng's three latest trendy down apparel series.

The product launch show of "Beautiful Outskirts of the Heavens, Jiuzhaigou of Fantasy" (「天陞麗景·夢幻九寨」) was the latest grand outdoor launch following the "2009/2010 Lijiang, the Dream-like and Stylish Paradise" (「2009/2010 夢縈淨土·時尚麗江」) and "2010/2011 Charisma of Fabulous Fashion in Zhangjiajie" (「2010/2011 羽裳霓曲·魅力張家界」). The product launch show adopted the latest "Naked-eye 3D" technology to combine Bosideng's new products with the beautiful scenery of Jiuzhaigou, revealing the innovative design concepts of Bosideng and showing hundreds of new down apparel products to distributors.

In addition, the Group introduced the new "Autumn Down Apparel" series which breaks the tradition of down apparel. With new ultra-thin fabric and exquisite cutting, the "Autumn Down Apparel" is thin and as light as only 260g with over 90% of down. The launch of "Autumn Down Apparel" not only enriched the Group's product portfolio, but also extended the sales season of the Group's down apparel and satisfying market demands towards light-weighted and slim down apparel products. The "Autumn Down Apparel" will be launched in September.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "Bosideng has been pursuing leading position in brand and technology universe. By constantly enhancing creativity and R&D of apparel products, establishing a brand with unique culture and characters to reach our target customers, we aim to strengthen brand influence and reputation in both international and domestic markets. We aspire to develop into a high-end brand with strong creativity and high quality products so as to become the leading brand in apparel industry."

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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-seasonal product" development strategy. Currently, the non-down apparel products of the Group include "Bosideng MAN", "BOSIDENG RICCI" ladies wear, "Mogao" casual wear and "D.D. Cat" kids wear, "VETALLO" high-class menswear and the franchise project of "ROCAWEAR" in the Greater China Region. The Bosideng menswear business 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 seven 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

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