



Bosideng International Holdings Limited
波司登國際控股有限公司

**Product Launch and Brand Ambassador Appointment Ceremony of
Bosideng Man held in Beijing Bird Nest**

* * *

**Diversify into Non-seasonal Apparel Business to
Enhance Product Portfolio**

【27 July 2009, Hong Kong】 China's largest down apparel company, **Bosideng International Holdings Limited** ("Bosideng" or the "Company"; stock code: 3998, together with its subsidiaries the "Group") hold a grand product launch event in Beijing Bird Nest, to announce strategies of Bosideng Man and appointment of the famous pop singer, Leehom Wang, to be the brand ambassador of Bosideng Man, which marked a new milestone of the Group's diversification into non-seasonal business.

The grand product launch show for Bosideng Man was held in Beijing Bird Nest on 15 July which showcased the 4 collections to be launched in A/W 2009 including "Smart Business Wear", "Easy Office Wear", "Cool Causal" and "Urban Sports", showing the diversified product offering of the brand. During the same occasion, Bosideng Man officially announced the appointment of the famous pop singer, Leehom Wang, to be its brand ambassador who is going to be featured in a series of TV advertising programmes in CCTV during the second half of the year.

Bosideng Man will pioneer the Group ambition in capturing overseas market opportunities. The Group will invite renowned fashion designers from France, Korea and Hong Kong, etc to give professional advices to the Group while sending its outstanding fashion designers overseas to gather the latest fashion and market trend. The Bosideng Man's Shanghai Brand Operational Center started operation in April to conduct product R&D, design and formulate marketing strategies as well as brand promotional plans. The Group will continue to expand the brand's retail network, increase retail points of Bosideng Man from approximately 700 currently to 800 by the end of March 2010, and is expected to reach as many as 1200 retail points in 2011. The Group will also increase the proportion of self-operated outlets of Bosideng Man to boost its gross profit margin.

"Leveraging our extensive experience in down apparel business, we are confident that Bosideng Man will rapidly expand in the international market. The establishment of a JV company between the Group and the international brand Rocawear will enrich the product offering of the Group. We believe that our strategy of diversifying into non-seasonal apparel will bring greater returns to our investors." Mr Gao Dekang, Chairman of Bosideng concluded.

~ more ~



Professional models presented Bosideng Man's latest 09 A/W series in the catwalk show in Beijing Bird Nest.



Mr Gao Dekang (left), Chairman of Bosideng, officiated the contract-signing ceremony to appoint the famous pop singer, Leehom Wang to be its brand ambassador.

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. Its retail distribution network comprises 5,662 retail outlets covering more than 65 cities across the nation, selling down apparel under its six core brands including “Bosideng”, “Snow Flying”, “Kangbo”, “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 leading position in the PRC down apparel industry. According to China Industrial Information Issuing Centre (“CIIC”), in terms of sales in 2008, “Bosideng”, “Snow Flying”, “Kangbo” and “Bingjie” down apparel products achieved a combined market share# of 39.5% in the PRC. “Bosideng” was the leading down apparel brand in the PRC for 14 consecutive years from 1995 to 2008, according to the CIIC and the National Bureau of Statistics of China. To further optimize its product mix and increase profitability, the Group has gradually begun to implement a “non-seasonal product” development strategy. In September 2008, the Group opened its first non-seasonal apparel specialty store in Changshu; in May 2009, the Group acquired a menswear company and made its entry into the menswear business. In the same month, the Group formed a joint venture company to engage in the sales, promotion and development of an international brand “Rocawear” in the Greater China Region (including China, Hong Kong, Macau Special Administrative Region and Taiwan).

Among the 30 largest down apparel brands

Issued by Porda International (Finance) PR Group for and on behalf of **Bosideng International Holdings Limited**. For further information, please contact:

Porda International (Finance) PR Group

Ms. Harriet Lau / Ms. Fiona Ko / Ms. Liz Yip

Tel: +852 3150 6770/ 3150 6750 / 3150 6739

Mobile: +852 9489 6845 / 6025 0533 / 9497 1685

Fax: +852 3150 6728

Email: kylie.yeung@pordafinance.com.hk / fiona.ko@pordafinance.com.hk /
liz.yip@pordafinance.com.hk