

[For immediate release]



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng MAN 2010 Fall/ Winter Season Trade Fair Gained Enthusiastic Response Sales Order Reached RMB 290 million Representing Y-o-Y Growth of Approximately 57%

(Hong Kong, 25 April 2010) – Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group") today announces that the recent Bosideng MAN 2010 fall/ winter season trade fair held in Changshu, Jiangsu Province, received enthusiastic response and sales order of RMB 290 million, representing a year-on-year growth of 57%.

With the theme of "Leaping Over", the Bosideng MAN 2010 fall/ winter season trade fair was held in Changshu International Convention and Trade Centre (常熟市國際會展中心) from 11 to 22 April 2010. The 12-day trade fair attracted the participation of over 500 distributors from all over China. Over 1,100 new products were shown during the trade fair. The orders will be delivered starting from August 2010.

During the product launch show held in the grand opening of the trade fair, Bosideng showcased the latest products of Bosideng MAN for the 2010 fall/ winter season. The fashionable styles, body-fit cutting, quality fabric and advanced production techniques portrayed a high-end and trendy menswear collection. The fall/ winter season of Bosideng MAN demonstrates the taste and temperament of metropolitan men through the three themes of "Action", "Connection" and "Travel".

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "Bosideng MAN was officially launched in 2009, we have successfully created a fashionable high-end menswear collection with the positioning of "stylish life", high quality fabrics and exquisite craftsmanship. We are glad that our first large-scale trade fair for menswear received enthusiastic response; we will continue to improve our products designs and quality, with an aim to developing Bosideng MAN into the leading brand in the PRC menswear market."

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited is the largest down apparel company in the PRC. Its retail distribution network comprises 5,855 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 (“CIIIC”), in terms of sales in 2009, “Bosideng”, “Snow Flying”, “Kangbo” and “Bingjie” down apparel products achieved a combined market share[#] of 38.0% in the PRC. “Bosideng” was the leading down apparel brand in the PRC for 15 consecutive years from 1995 to 2009.

To further optimize its product mix and increase profitability, the Group acquired a menswear company and made its entry into the menswear business in May 2009. 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.

Among the 30 largest down apparel brands

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