

**For immediate release**



波司登國際控股有限公司

## **Bosideng International Holdings Limited**

### **“Rocawear” Officially Launched in the PRC Market**

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First Store to be opened in December Further Implements Non-seasonal Products and Brand Operator Strategy

**(September 5, 2010 – Hong Kong) – 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 its commissioned brand, “Rocawear” officially sets its foot in the PRC and launched its first fashion show in the PRC on 3 September 2010.

In the fall/winter product launch show, “Rocawear” demonstrated its confidence and brand charisma with its fashion sensitivity, through the adoption of trendy expressions including Hip Hop, environmental friendly, scientific fantasy, etc. With the use of sequins, metals, artistic characters and elaborated accessories, as well as the use of bright colours, modern details, quality fabric, exquisite cutting, it mesmerized the participating guests.

“Rocawear” is a trendy street brand came from the United States, established by the famous American Hip Hop singer Jay-Z in 1999. “Rocawear” puts emphasis on the seamless blending between hip hop culture and musical fashion. It accentuates confidence, courageous brand characteristics, continuously offering new materials, fabrics and creative designs, which successfully crafted a refreshing metropolis trend. At present, “Rocawear” has a total of 2,500 stores around the world, with sales revenue of over 700 million US dollars in 2009.

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Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "Since the launch of 'Bosideng Menswear', the launching of 'Rocawear' marks another significant step in the implementation of the Group's non-seasonal apparel products strategy and the transformation of the Group into a leading brand operator. 'Rocawear' brand business is planned to open more than 300 'Rocawear' freestanding stores and shop-in-shop concepts in the Greater China Region by 2013, and the first store will be opened in December. We are confident that the 'Rocawear' business will benefit from Bosideng's expertise and develop rapidly in the Greater China market, thus becoming one of the growth drivers for Bosideng in the future and brings fruitful returns to our shareholders."

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"Rocawear" product launch show 2010



The brand's stores reinforce the street fashion theme



Menswear and ladies wear sections are available in the stores

### **About Bosideng International Holdings Limited:**

Bosideng International Holdings Limited is the largest down apparel company in the PRC. Its retail distribution network comprises 5,620 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 2009, "Bosideng", "Snow Flying", "Kangbo" and "Bingjie" down apparel products achieved combined market share# of 38.0% 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 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. In March 2010, the Group launched the new metropolitan fashion brand "BOSIDENG VOGUE".

# Among the 30 largest down apparel brands

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