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波 司 登 國 際 控 股 有 限 公 司
Bosideng International Holdings Limited
(incorporated in the Cayman Islands with limited liability)
(Stock Code: 3998)

**ELECTION OF LANGUAGE AND MEANS OF RECEIPT
OF CORPORATE COMMUNICATION**

The Company hereby announces that, pursuant to the new amendments to the Listing Rules that became effective 1 January 2009 and in accordance with Rule 2.07A and Rule 2.07B of the Listing Rules, arrangements have been made to ascertain the preferences of its Shareholders with respect to the election of means of receipt and language of its Corporate Communication.

INTRODUCTION

In support of environmental protection and for the purpose of saving printing and mailing costs, the arrangements described below have been made by the Company pursuant to the new amendments to the Listing Rules that became effective 1 January 2009 and, in compliance with Rule 2.07A and Rule 2.07B of the Listing Rules, to ascertain Shareholders' preferences as to the choice of means of receipt (in printed form or by electronic means) and language (in English only, in Chinese only or in both English and Chinese) of future Corporate Communication.

The Company recommends Shareholders to take advantage of the Website Version (as defined below) in respect of the Company's future Corporate Communication. Shareholders shall have the right at any time by reasonable prior notice in writing, or by sending a notice to the Company's Hong Kong Share Registrar at bosideng@computershare.com.hk to change their choice of means of receipt and/or language of the Corporate Communication.

PROPOSED ARRANGEMENTS

Pursuant to the new amendments to the Listing Rules that became effective 1 January 2009 and in accordance with Rule 2.07A and Rule 2.07B of the Listing Rules, the following arrangements have been made by the Company:

1. A letter dated 12 November 2009 (the “**First Letter**”) is sent by the Company together with a pre-paid reply form (applicable for posting within Hong Kong only) (the “**Reply Form**”), in both English and Chinese, to its Shareholders to enable them to elect any one of the following options:
 - (i) to read future Corporate Communication published on the Company’s website at <http://company.bosideng.com> (the “**Website Version**”) in place of receiving printed copies, and receive a notification letter of the publication of the Corporate Communication on website; or
 - (ii) to receive the printed English version of all future Corporate Communication only; or
 - (iii) to receive the printed Chinese version of all future Corporate Communication only; or
 - (iv) to receive both the printed English and Chinese versions of all future Corporate Communication.

If the Reply Form is returned by post from outside Hong Kong, Shareholders must affix the appropriate stamp. If the Company does not receive the Reply Form or a response indicating the objection from Shareholders by 10 December 2009 and until the Shareholder informs the Company c/o the Company’s Hong Kong Share Registrar by reasonable prior notice in writing or by sending a notice to bosideng@computershare.com.hk, the Shareholder will be deemed to have consented to receiving the Website Version for all future Corporate Communication, and only a printed notification of the publication of the Corporate Communication on the Company’s website will be sent to such Shareholder in the future.

2. With respect to Shareholders who choose to receive the Corporate Communication in printed form, the Company will send the selected language version(s) of the Corporate Communication to those Shareholders who have made a selection unless and until they inform the Company’s Hong Kong Share Registrar by reasonable prior notice in writing or by sending a notice to bosideng@computershare.com.hk that they wish to receive the Corporate Communication in the other (or both) language(s), or by electronic means (through the Company’s website).

3. When each of the printed Corporate Communication is sent out in accordance with the arrangements described above, a letter (the “**Second Letter**”), together with a pre-paid request form (applicable for posting in Hong Kong only) (the “**Request Form**”), in both English and Chinese, will be attached to or printed at some prominent place in the relevant Corporate Communication, specifying that the Corporate Communication prepared in the other language will be available upon request, and that Shareholders may at any time by reasonable prior notice in writing or by sending a notice to the Company c/o the Company’s Hong Kong Share Registrar at bosideng@computershare.com.hk to change their choice of means of receipt and/or language of the Corporate Communication. If the Request Form is returned by post from outside Hong Kong, Shareholders must affix the appropriate stamp.
4. All future Corporate Communication in both English and Chinese languages and in accessible format will be available on the Company’s website at <http://company.bosideng.com> and an electronic copy of all such Corporate Communication in both languages will be submitted to the Stock Exchange on the same day they are despatched to Shareholders, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules.
5. The Company’s Hong Kong Share Registrar is providing a dial-up hotline service (Tel: (852) 2862 8688) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable shareholders to make any enquiry of the Company’s proposed arrangements set out above.
6. The First Letter and the Second Letter will mention that both languages of each of the Corporate Communication will be available on the Company’s website and that the dial-up enquiry service has been provided.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

“Hong Kong Share Registrar”	Computershare Hong Kong Investor Services Limited, at Rooms 1806-07, 18th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong;
“Company”	Bosideng International Holdings Limited, a company incorporated in the Cayman Islands whose shares are listed on the Stock Exchange;

“Corporate Communication”	any document issued or to be issued by the Company for the information or action of holders of any of the Company’s securities, as defined in Rule 1.01 of the Listing Rules;
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited;
“Shareholder”	holders of ordinary shares of the Company;
“Stock Exchange”	The Stock Exchange of Hong Kong Limited.

By order of the Board of
Bosideng International Holdings Limited
Gao Dekang
Chairman

Hong Kong, 12 November 2009

As at the date of this announcement, the executive Directors are Mr. Gao Dekang, Ms. Mei Dong, Ms. Gao Miaoqin, Dr. Kong Shengyuan, Ms. Huang Qiaolian and Ms. Wang Yunlei, the non-executive Director is Mr. Shen Jingwu, and the independent non-executive Directors are Mr. Dong Binggen, Mr. Jiang Hengjie, Mr. Wang Yao and Mr. Ngai Wai Fung.