



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)

Dear Shareholders,

Election of Language and Means of Receipt of Corporate Communication

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, we are writing to seek your election in relation to the following matters regarding the corporate communication (“**Corporate Communication**”) of Bosideng International Holdings Limited (the “**Company**”) to be dispatched in the future.

Corporate Communication means any document to be issued by the Company for your information or action, including but not limited to:

- (a) annual report;
- (b) interim report;
- (c) notice of meeting;
- (d) listing document; and
- (e) circular.

You may choose:

- (1) to read the Corporate Communication published on the Company’s website (“**Website Version**”) instead of receiving printed copies; or
- (2) to receive a printed English version of the Corporate Communication only; or
- (3) to receive a printed Chinese version of the Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of the Corporate Communication.

For the purposes of environmental protection and cost savings, we recommend that you select the Website Version. Even if you have chosen the Website Version, you have the right at any time by sending reasonable prior notice in writing to the Company’s Branch Share Registrar to change your choice.

Please cross the appropriate box in the enclosed Reply Form and sign and return the same with the envelope provided to the Company’s Branch Share Registrar, Computershare Hong Kong Investor Services Limited, at Rooms 1806–07, 18th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong.

If the Company does not receive the Reply Form from you by 20 August 2008 and until you inform the Company’s Branch Share Registrar by reasonable prior notice in writing, only a printed Chinese version of the Company’s Corporate Communication will be sent if you are a shareholder who is a natural person with a common Chinese name and has an address in Hong Kong appearing on the register of members of the Company. Otherwise, we will only send you a printed English version of the Company’s Corporate Communication.

Please note that: (a) both the printed English and Chinese versions of the Corporate Communication will be available from the Company or its Branch Share Registrar on request; and (b) both the English and Chinese versions of the Corporate Communication will be available on the Company’s website at <http://company.bosideng.com> and the website of The Stock Exchange of Hong Kong Limited.

Should you have any queries relating to this letter, please contact the Company’s Branch Share Registrar by calling its hotline at (852) 2862 8555 during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays).

Yours faithfully,
For and on behalf of
Bosideng International Holdings Limited
Mak Yun Kuen
Company Secretary

31 July 2008