

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS



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)

12 November 2009

Dear Shareholder,

Election of Language and Means of Receipt of Corporate Communication

Pursuant to Rule 2.07A(2A) of 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 despatched in the future. Even if you have previously received a letter from the Company seeking your election regarding Corporate Communication and have made an election, you are hereby requested to make an election again. **PLEASE NOTE THAT YOUR PREVIOUS ELECTION WILL BE DISREGARDED. IF WE DO NOT RECEIVE YOUR REPLY TO THIS LETTER BY 10 DECEMBER 2009, YOU WILL BE DEEMED TO HAVE AGREED TO READ THE CORPORATE COMMUNICATION PUBLISHED ON THE COMPANY'S WEBSITE IN PLACE OF RECEIVING PRINTED COPIES.**

Corporate Communication includes any document to be issued by us for your information or action, including but not limited to: (a) the directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

You may choose:

- (1) 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 printed notification letter of the publication of the Corporate Communication on website; or
- (2) to receive the printed English version of all future Corporate Communication only; or
- (3) to receive the printed Chinese version of all future Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communication.

In support of environmental protection and for the purpose of saving printing and mailing costs, the Company recommends you to select the Website Version. To make your election, please mark (X) in the appropriate box on the enclosed Reply Form and sign and return to the Company's Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, using the mailing label at the bottom of the Reply Form (a stamp is not needed if posted in Hong Kong). The address of Computershare Hong Kong Investor Services Limited is Rooms 1806-1807, 18th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive the enclosed Reply Form or receive an objection from you by 10 December 2009 and until you inform the Company c/o the Hong Kong Share Registrar by reasonable notice according to the relevant laws and regulations, you will be deemed to have consented to receiving the Website Version and only a printed notification of the publication of the Corporate Communication on the Company's website will be sent to you in the future.

You have the right at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar to change the choice of language and means of receipt of the Corporate Communication. You may also send such a notice by email to bosideng@computershare.com.hk. Even if you have chosen (or are deemed to have consented) to receive the Website Version but for any reason have difficulty in receiving or gaining access to the Corporate Communication, the Company will upon your request send the Corporate Communication to you in printed form free of charge as soon as possible.

Please note that the English and Chinese versions of all future 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 at www.hkex.com.hk.

Should you have any queries in relation to this letter, please call the Company's hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

By Order of the Board

Bosideng International Holdings Limited

Mak Yun Kuen

Company Secretary

03998-2