

Bosideng Chairman and CEO Gao Dekang Named "Ernst & Young Entrepreneur of the Year China 2007"

【26 October 2007 - Hong Kong】 Bosideng International Holdings Limited ("Bosideng" or the "Group", stock code: 3998) is pleased to announce today that Mr. Gao Dekang, Chairman and CEO of the Group, was named "Ernst & Young Entrepreneur of the Year China 2007" in recognition of his enthusiasm and contribution to drive the development of Chinese enterprises.

The "Ernst & Young Entrepreneur of the Year Awards Programme" is an internationally prestigious business award. First created in the United States in 1986, it has now expanded to more than 125 cities in 40 countries, with awards presented to over 900 of the world's most successful and innovative entrepreneurs ever since. The booming Chinese economy in recent years has given rise to the creation of "Ernst & Young Entrepreneur of the Year China" award to honor Chinese entrepreneurs who build and lead dynamic businesses, enabling successful entrepreneurs in China to share their experiences with those from all corners of the world.

Mr. Gao Dekang is the founder of Bosideng and a delegate to the 10th National People's Congress. Leveraging on his distinguished management capability and market insight, Mr. Gao has developed Bosideng into China's largest down apparel enterprise in the past two decades. Its "Bosideng" brand was the leading down apparel brand in the PRC for 12 consecutive years from 1995 to 2006 by sales value.

On receiving the recognition at the award presentation ceremony, Mr. Gao said, "Bosideng has endeavored to establish a world renowned apparel brand ever since its establishment. Our pursuit of superior product quality, fashionable design and outstanding management systems enables us to stay at the forefront and lead the industry to a new era. This award goes far beyond being a trophy to me, but it also carries significant meaning to all staff of Bosideng who contributed to our rapid development."

About Bosideng International Holdings Limited

Bosideng is the largest down apparel company in the PRC. Its retail distribution network comprises nearly 7,000 retail outlets covering 67 cities across the nation, selling its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bingjie", "Shuangyu" and "Shangyu". According to China Industrial Information Issuing Centre ("CIIC"), in terms of sales in 2006, "Bosideng", "Snow Flying" and "Kangbo" down apparel products achieved a combined market share of 36.1% in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 12 consecutive years from 1995 to 2006, according to CIIC and the National Bureau of Statistics of China. The "Bosideng" brand was named one of "China's Top 10 Brands in World Market" in 2006 by the World Confederation of Productivity Science, Chinese Association of Productivity Science and World Productivity Congress. In 2007, "Bosideng" was the only apparel brand awarded amongst "China's World Famous Brands" by the PRC General Administration of Quality Supervision, Inspection and Quarantine.

Issued by Porda International (Finance) PR Group for and on behalf of Bosideng International Holdings Limited. For further information, please contact:

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