

Bosideng Gives Gift of Warmth to Sichuan Materials Worth RMB1.08M Donated to Disaster Area

【16 May 2008 - Hong Kong】 The 7.8 force earthquake that struck Sichuan on the afternoon of 12 May destroyed the homes of many locals, forcing them to sleep in the open. With limited clothing available in atrocious rainy weather, the victims urgently needed materials to protect them against the cold. In response, China's largest down apparel company Bosideng International Holdings Limited ("Bosideng" or the "Company"; stock code: 3998, together with its subsidiaries the "Group") has donated vital materials worth RMB1.08 million to the disaster area in Sichuan via the Cheungdu Red Cross, as an expression of compassion for the victims and a practical gift of warmth.

Bosideng adopted the fastest possible method for getting its donations to the affected area, instructing its subsidiary company in Chengdu to prepare cold-resistant materials worth RMB1.08 million and deliver them directly to the disaster zone. The General Manager of Bosideng Chengdu Company explained, "We have donated almost all of the materials stored at Bosideng Chengdu; at the same time, we have been encouraging our employees and retail sales staff to actively participate by donating blood. Several of our employees have also volunteered to join the rescue efforts."

While the Group was preparing its donation, its employees were also throwing themselves wholeheartedly into the relief efforts. For several years now, Bosideng has embraced a corporate culture of "creating consumer's sincerity with warmth of heart", as part of its commitment to fulfilling its corporate responsibilities. As a result, many parts of China have enjoyed the benefits of Bosideng's goodwill, including areas along the Great Wall, on both sides of the Huanghe River, and highland and snowbound districts.

Bosideng's Chairman and CEO, Mr. Gao Dekang promised, "We will keep our eyes closely on the disaster area and make sure we provide as much support as possible for the victims there, as part of efforts to help them rebuild their homes and their lives."

Caption: China's largest down apparel company, Bosideng International Holdings Limited, has donated RMB1.08 million worth of cold-resistant materials to the disaster area in Sichuan, in a show of compassion and practical assistance for the victims.

About Bosideng

Bosideng is the largest down apparel company in the PRC. Its retail distribution network comprises approximately 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.

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