

## **Bosideng launches non-down apparel products for consumers in China**

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### **Persist to lead the trend of cold-resistant apparel**

### **Number of non-down apparel stores expected to reach 50 in 2009**

【19 September 2008 - Hong Kong】 China's largest down apparel company, Bosideng International Holdings Limited ("Bosideng" or the "Company"; stock code: 3998, together with its subsidiaries the "Group"), showcased a series of new products at the "Bosideng 2008 Fashion Carnival" held in Changshu, Jiangsu this week. During the showcase, Bosideng unveiled its first series of non-down apparel products, representing the formal commencement of the Group's expansion plan into non-down products.

The first series of non-down products released by Bosideng integrates the elegance of evening gown and the toughness of suit. It focused on style and cutting, emphasized on details, and embodied the beauty of fashion in a modern city. Besides, at the same occasion the Group also presented the latest design trends for the down apparel in 2009, using different colors to represent consumers with different characters. For example, Bosideng used black, white and bluish grey to represent the white-collar in the city, popular colors like mustard yellow, navy green for the leisure group, and also pure yellow, red and blue for the energetic youngsters.

Bosideng's first non-down apparel flagship store was also launched in Changshu earlier. In the coming year, the Group will expand its network of non-down apparel in first and second-tier cities by setting up more non-down apparel stores to increase its market share. It is expected that the number of Bosideng non-down apparel stores will reach approximately 50 by the end of March 2009.

Regarding the official launch of non-down apparel products, Mr. Gao Dekang, Chairman of the Group, commented: "It is an important milestone for Bosideng to officially launch its non-down apparel. The Group strives to develop non-down products so as to increase product categories and expand the Group's business. In the future, we will maintain down apparel as our core business and bring customers quality and fashionable down apparel. At the same time, we will develop our non-down apparel business by leveraging the Group's experience and competitive advantages, so as to position Bosideng as an all-rounded non-seasonal brand. We believe that the business of the Group will further develop with promising future and bring maximum return to our shareholders."