

Bosideng ranks 160th amongst "World's Most Reputable Companies"
based on the largest global firms across 25 industries
Ranking tops all PRC apparel brands

【3 June 2009, Hong Kong】 In a newly released "**Global Reputation Pulse 2009**" study conducted by the international consulting firm - *Reputation Institute*, **Bosideng International Holdings Limited** ("**Bosideng**" or the "**Group**"; stock code: 3998) earned a respected ranking at No. 160 as one of the "World's Most Reputable Companies". This study was conducted amongst 25 key global industries, ranging from airlines and aerospace, automotive and computer conglomerates to consumer products, banks and health care in 32 countries. Moreover, it is the highest rank among all PRC apparel brands in the study.

The "Global Reputation Pulse 2009" is the fourth annual study of the reputations of the World's Largest Companies. The study was developed by Reputation Institute to provide executives with a high-level overview of their company's reputation with consumers. It provides an overall assessment of the health of a company's reputation by measuring the admiration, trust, and good feeling that stakeholders have towards a company. Rankings are based on seven dimensions, namely performance, products/services, innovation, leadership, governance, workplace and citizenship.

Over 70,000 online interviews were conducted with the general public in 32 countries on six continents in January and February 2009. More than 190,000 ratings were used to create reliable measurement metrics about the corporate reputations of more than 1,300 companies.

"Bosideng's ranking is an extraordinary milestone in our corporate development and serves as a great encouragement for us all. As China's largest down apparel brand, we have earned a solid reputation for providing high quality, fashionable apparel to our customers in China. For this reason we are indeed gratified to see that our commitments to design and product innovation, sound management, good corporate governance as well as our dedicated efforts toward responsible corporate citizenship have been duly recognised in the international arena. We will continue to leverage our respected Bosideng brand and our considerable strengths to provide customers not only with superb down products but also with other non-seasonal apparel items as well," Mr. Gao Dekang, Chairman and CEO of Bosideng said.

Seven Dimensions of the Global Reputation Pulse Study

Interviewees were asked to consider seven factors based on the following considerations -

Dimensions	Consideration
Product/Services	<ul style="list-style-type: none"> • The company offers high quality products and services - providing excellence and reliability

Innovation	<ul style="list-style-type: none"> • The company is innovative - making or selling creative products or developing novel ways to do business
Workplace	<ul style="list-style-type: none"> • The company is an appealing place to work - treating its employees well
Governance	<ul style="list-style-type: none"> • The company is a responsibly run operation - behaving ethically with open and transparent business dealings
Citizenship	<ul style="list-style-type: none"> • The company is a good corporate citizen - supporting worthy causes while protecting the environment
Leadership	<ul style="list-style-type: none"> • The company has strong leadership □ top management is visible and overall operations are managed effectively
Performance	<ul style="list-style-type: none"> • The company is a high-performance leader- consistently delivering good financial results

Other PRC Companies Ranked Amongst the Top 200

"World's Most Reputable Companies" in the Global Reputation Pulse 2009

Rank	Company	Global Pulse Score
24	China Merchants Bank	78.72
34	Haier	77.80
102	Legend Holdings	73.35
119	Shanghai Automobile Industry (Group)	72.72
130	Bank of Communications	72.17
148	ICBC	71.26
152	China Construction Bank	71.04
157	Dongfeng Motor	70.66
160	Bosideng	70.50
172	COFCO	69.88
180	Youngor	69.60
182	Midea Group	69.54
184	CITIC	69.47
190	China Southern Airline	69.36
194	Bank of China	69.07
199	New Hope Group	68.94

About Reputation Institute

Reputation Institute is the world's leading reputation consulting firm. As a pioneer in the field of brand

and reputation management, Reputation Institute helps companies unlock the power of reputation. With a presence in more than 25 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, memberships, seminars, conferences, and publications such as Corporate Reputation Review. Reputation Institute's Global Reputation Pulse is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,000 companies from 32 countries annually. Reputation Institute provides specific reputation insight from more than 15 different stakeholder groups and 24 industries.

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

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