

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

**Bosideng Chairman and CEO Gao Dekang becomes
Founding Chairman of Hong Kong China Chamber of Commerce**

(Hong Kong, 18 November 2010) – Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), congratulates Hong Kong China Chamber of Commerce for the Inauguration Ceremony of The 1st Board of Directors and Council successfully held on 16th November. Gao Dekang, Chairman and Chief Executive Officer of Bosideng has become the Founding President, Director and Executive Vice President of the Council of the Chamber.

Leaders from various authorities attended the ceremony, including, Zeng Peiyan, Former Deputy Prime Minister of the State Council and Chairman of China Center for International Economic Exchanges, Huang Mengfu, Vice-Chairman of National Committee and Chairman of All-China Federation of Industry and Commerce, John Tsang, Acting Chief Executive, Peng Qinghua, Director of The Liaison Office, Zhu Weiqun, Deputy Minister of The United Front Work Department, Li Haifeng, Director of the Overseas Chinese Affairs Office of the State Council, and Lin Jun, Chairman of All-China Federation of Returned Overseas Chinese.

Hong Kong China Chamber of Commerce is a trade association in Hong Kong founded by non-public Mainland enterprises that develop in Hong Kong and go overseas through Hong Kong. The Chamber will leverage on Hong Kong's unique position as a cosmopolitan to help the Mainland enterprises to bring in capital, technology and personnel, so as to expand into the international market and establish good reputation and image of Chinese companies and products.



Mr. Huang Mengfu, Vice-Chairman of National Committee presented the certificates of appointment to the directors and founding chairman of Hong Kong China Chamber of Commerce.

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited is the largest down apparel company in the PRC. As at 31 March 2010, its retail distribution network comprises 5,620 retail outlets across the nation, selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bingjie", "Shuangyu" and "Shangyu". Through these brands, the Group offers a wide range of down apparel products targeting various consumer segments, strengthening and expanding its leading position in the PRC down apparel industry. According to China Industrial Information Issuing Center ("CIIC"), in terms of sales in 2009, "Bosideng", "Snow Flying", "Kangbo" and "Bingjie" down apparel products achieved combined market share# of 38.0% in the PRC.

"Bosideng" was the leading down apparel brand in the PRC for 15 consecutive years from 1995 to 2009, according to the CIIC and the National Bureau of Statistics of China. To further optimize its product mix and increase profitability, the Group has gradually begun to implement a "non-seasonal product" development strategy. In May 2009, the Group acquired a menswear company and made its entry into the menswear business. In the same month, the Group formed a joint venture company to engage in the sales, promotion and development of an international brand "Rocawear" in the Greater China Region.

Among the 30 largest down apparel brands

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