

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Establishment of Post-doctorate Scientific Research Work Station by Bosideng Group Enabling Interaction between Apparel Manufacturing and Fabric Development

(Hong Kong, 30 December 2010) Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), announces the establishment of a national standard post-doctorate scientific research work station ("work station") by the Bosideng Group, at Suzhou Industrial Zone on 29 December 2010. This is the first enterprise post-doctorate work station in the down apparel industry in the PRC. It is a major step in apparel manufacturing and innovation in fabric research and development by the Bosideng Group.

The work station, established jointly by Bosideng Group and Tianjin Polytechnic University, aims at the research and development of down apparel required for special purposes including army protection, emergency relieve and sports or athletics, to realize the domestic production of high-end down apparel. This is the first enterprise post-doctorate scientific research work station in the down apparel industry, as well as a substantial breakthrough of the Bosideng Group in the reform of the apparel manufacturing industry with innovation in technology. Jiang Hongkun, Standing Committee member of CPC Jiangsu Provincial Committee and Secretary of CPC Suzhou Municipal Committee; Prof. Yang Jidi, Deputy Secretary of Party Committee of Tianjin Polytechnic University; Yang Zhiping, Director of Suzhou Industrial Zone Administrative Committee; Qin Weixing, Deputy Secretary of CPC Changshu Municipal Committee, as well as the heads of provincial and municipal committees attended the opening ceremony.

The primary objective of the work station is to fully utilize the advantages of the post-doctorate system in scientific research, training up of talents and personnel mobility, so as to introduce and nurture high caliber for enterprises, enhance the technology innovation ability of enterprises and speed up the conversion of technology achievements to productivity.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The establishment of a national standard post-doctorate work station is of great significance in facilitating the formation of a team of scientific experts, improving self-innovation ability of enterprises, as well as increasing the brand's core competitiveness. The areas of study for Bosideng have gone beyond down apparel to more forward-looking and creative concepts. In the future, we will introduce high caliber scientific research professionals to enrich the research and development team. We will also hire local and international renowned professionals to provide technical service and project guidance, so as to seize the leading position in industrial technology development."

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited is the largest down apparel company in the PRC. It has 7,413 retail outlets across the nation, selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bengen" (previously known as "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 market share in the PRC down apparel industry.

According to the information of China Industrial Information Issuing Center ("CIIIC"), in terms of sales in 2009, the down apparel products of four brands of the Company, namely "Bosideng", "Snow Flying", "Kangbo" and "Bengen" enjoyed a total of 38.0% of the market share[#] in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 15 consecutive years from 1995 to 2009, according to CIIIC and the National Bureau of Statistics of China. As a leader in the PRC down apparel industry, the Group represented the PRC to introduce the latest Fall/Winter apparel fashion trends to the world at "China International Clothing and Accessories Fair" for 14 consecutive years.

To further improve its product portfolio and increase profitability, the Group has adopted a non-seasonal product development strategy. Currently, the non-down apparel projects of the Group include Bosideng menswear project and the franchise project of "Rocawear" in the Greater China Region. The Bosideng menswear business has developed rapidly and has already set up 865 retail outlets throughout China, while the franchise project of "Rocawear" in the Greater China Region remains in preliminary preparation. Apart from investing in the continuous development of the non-down apparel projects, the Group is actively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation in order to increase the proportion of non-down apparel business in total sales.

[#] Among the 30 largest down apparel brands

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