

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Brands Participate in CHIC 2011 First Product Launch Show of Vetallo 2011-2012 Fall/Winter Series

(Hong Kong, 29 March 2011) Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), is pleased to announce the participation of the Group's brands, including Bosideng, Bosideng MAN, BOSIDENG RICCI, Bengen and its commissioned top-tier American fashion brand, Rocawear, in CHIC 2011 (「第十九屆中國國際服裝服飾博覽會」) which took place in "China International Exhibition Centre" (「北京中國國際展覽中心」) on 28 March 2011. Apparels shown in the exhibition cover the major categories of winter apparel, casual wear, menswear and ladies wear.

Chairman Gao Dekang said, "We are honoured to have our brands participating once again in CHIC 2011 and receive wide recognition. The CHIC exhibition is a vast platform for the demonstration and testing of brand strategies for Bosideng. We learn about our advantages and shortcomings through participating in CHIC and make timely adjustments. Lots of improvements are yet to be made in face of future competitions. We are also glad that the efforts and outcomes of our non-seasonal strategy are reflected in CHIC 2011, illustrating the result of the accelerated transformation of 'Bosideng' into an integrated apparel brand operator."

In addition, the first product launch show of the fall/winter series of an international high-end menswear brand under the Group, VETALLO, was successfully held on 28 March, marking its official entry to the China market.

This is the first product launch show of VETALLO since its initial appearance in the China market. VETALLO as a brand providing all-rounded dress solutions to social elites, will demonstrate the fashionable business elite image in China through the combination of simple, elegant European elements with Chinese elements. Mr. Gao Dekang, Chairman and CEO of the Group, representatives of China National Textile and Apparel Council, China Fashion Association and Camera Nazionale della Moda Italiana, as well as different media all participated and witnessed the great event.

VETALLO enjoys overseas brand resources and the background of a listed company, with a clear positioning targeting the high-end menswear market. The Group maintained a strict and standardized management and operation model, with a team of high caliber R&D professionals leading the fashion trend. Moreover, the brand gathered marketing elites from the market, to expand the Group's sales channels through a combination of self-operated and franchised outlets.

- End -





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 2010, the down apparel products of four brands of the Company, namely "Bosideng", "Snow Flying", "Kangbo" and "Bengen" enjoyed a total of 36.7% of the market share[#] in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 16 consecutive years from 1995 to 2010, 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 15 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, the project of "ROCAWEAR" in the Greater China Region, the ladies wear project of "BOSIDENG · RICCI" and the casual wear project of "Mogao". The Bosideng menswear business has developed rapidly and has already set up 865 retail outlets throughout China, the project of "ROCAWEAR" in the Greater China Region has commenced operation, the ladies wear project of "BOSIDENG · RICCI" is under early preparation and the casual wear project of "Mogao" is actively expanding through capital increase, with approximately 400 retail outlets across the nation. 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

For further information, please contact:

iPR Ogilvy Ltd.

Beatrice Wong/ Karen Tse/ Charis Yau/ Callis Lau

Tel: (852) 2136 6176/ 2136 6950/ 2136 6183/ 2136 6952

Fax: (852) 3170 6606

Email: beatrice.wong@iprogilvy.com/ karen.tse@iprogilvy.com/
charis.yau@iprogilvy.com/ callis.lau@iprogilvy.com