

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Accredited “Leading Enterprise in Internal Audit”

(December 5, 2012 – Hong Kong) – **Bosideng International Holdings Limited** (“Bosideng”, or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”), the largest down apparel company in the PRC, is pleased to announce that the Group was accredited “Leading Enterprise in Internal Audit” in the “2012 Enterprise Internal Audit Achievement Exhibition” organized by the Jiangsu Provincial Institute of Internal Auditors.

Jiangsu Provincial Institute of Internal Auditors organized the “2012 Enterprise Internal Audit Achievement Exhibition” in March 2012, which aims at facilitating the development of internal audit and promoting innovation in internal audit among enterprises.

The leading enterprises are elected through a series of strict examination processes from application to election by different municipalities in Jiangsu Province and also the evaluation by a team of professionals appointed by the Jiangsu Provincial Institute of Internal Auditors. The awarded enterprises have outstanding performance in different aspects in internal audit and are qualified as an example to other enterprises in Jiangsu Province. Bosideng is being accredited with the “Leading Enterprise in Internal Audit” title together with enterprises including China Construction Bank, Industrial and Commercial Bank of China, China Telecom, etc. for their excellent achievements in internal audit.

- End -

About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the "Company", together with its subsidiaries collectively referred to as the "Group") is the largest down apparel company in the PRC. Its top four down apparel brands, namely *Bosideng*, *Snow Flying*, *Kangbo* and *Bengen* accounted for 34.5% of the PRC down apparel market[#] in 2011. According to China Industrial Information Issuing Center and the National Bureau of Statistics of China, Bosideng has been the leading PRC down apparel brand for 17 consecutive years from 1995 to 2011.

Leveraging on its outstanding brand value and extensive sales network, the Group is actively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE ladies' wear* and *Mogao* casual wear.

[#] 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