

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

**Bosideng MAN 2011 Spring/ Summer Season Trade Fair
Sales Order Reached RMB205 Million
Rising Year-on-Year of Approximately 46.9%**

(Hong Kong, 28 September 2010) – Bosideng International Holdings Limited (“Bosideng”, or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”) today announces that the recent Bosideng MAN 2011 spring/ summer season trade fair held in Changshu, Jiangsu Province, recorded sales order of RMB205 million, representing a year-on-year growth of approximately 46.9%.

The Bosideng MAN 2011 spring/ summer season trade fair was held in Changshu International Exhibition Center from 16 to 19 September 2010. The four-day trade fair attracted the participation of over 1,300 distributors from all over China. Over 800 new products were shown during the trade fair. The orders will be delivered starting from January 2010.

During the product launch show held in the grand opening of the trade fair, Bosideng showcased the latest products of Bosideng MAN for the 2011 spring/ summer season. While continuing to adhere to fashionable styles, body-fit cutting and quality fabric, Bosideng strives to provide the perfect match between high-end positioning and the world’s fashion trend. The spring/ summer season of Bosideng MAN returned to the stylish business wear collection, featuring simplicity and smoothness with its vogueish and extraordinary styles and conveying the design concept of pursuing one’s own style through taste and elegance, with an aim to give consumers a brand new wearing experience.

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Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The spring/ summer season of Bosideng MAN was fully recognized by agents and distributors, and the trade fair recorded a remarkable growth in sales amount as compared with the corresponding period last year. Bosideng MAN has a professional brand operation team which provides great support in achieving mid- to long-term forward-looking development goals. Bosideng MAN will realize its five-year strategic goals by working on brand improvement, talent management, product enhancement and service improvement. In addition, we will endeavour to become a respectable apparel operator."

As at the end of August 2010, Bosideng MAN has a total of 848 stores in the PRC, among which 108 are operated by the Group.

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited is the largest down apparel company in the PRC. Its retail distribution network comprises 5,620 retail outlets covering more than 65 cities 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 Centre ("CIIIC"), 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 CIIIC 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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