



波 司 登 國 際 控 股 有 限 公 司
BOSIDENG INTERNATIONAL HOLDINGS LIMITED

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 3998)

**ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF
CORPORATE COMMUNICATION**

The Company wishes to announce that it is, in accordance with Rule 2.07A and note (8) of Rule 2.07B(2) of the Listing Rules, making arrangements to ascertain the preferences of its shareholders with respect to the choice of means of receipt and language of its Corporate Communication.

INTRODUCTION

For purposes of environmental protection and cost saving, the Company is making arrangements described below to ascertain its shareholders' preferences as to the choice of means of receipt (in printed form or by electronic means) and language (in English only, in Chinese only or both English and Chinese) of future Corporate Communication.

PROPOSED ARRANGEMENTS

In accordance with Rule 2.07A and note (8) of Rule 2.07B(2) of the Listing Rules, the following arrangements have been or will be made by the Company:

1. The Company will send a letter on 10 June 2008 (the “**First Letter**”) together with a reply form (the “**Reply Form**”), prepared in English and Chinese, and a pre-paid addressed envelope to its shareholders to enable them to elect to receive the future Corporate Communication: (i) through the Company's website: <http://company.bosideng.com>; or (ii) in a printed English version only; or (iii) in a printed Chinese version only; or (iv) in both

the printed English and Chinese versions. The First Letter explains that if no reply is received from a shareholder by 30 June 2008, the arrangements described below will apply, where applicable:

- the printed Chinese version of each future Corporate Communication will be sent to all Hong Kong shareholders who are natural persons with a common Chinese name using a Hong Kong address; and
- the printed English version of each future Corporate Communication will be sent to all overseas shareholders and all Hong Kong shareholders (other than natural persons with a common Chinese name) using a Hong Kong address.

Whether a shareholder is a Hong Kong or an overseas shareholder will be determined by the address of that shareholder appearing on the register of members of the Company maintained by the Company's Branch Share Registrar.

Shareholders are entitled at any time to change their choice of means of receipt and language of the Corporate Communication by giving reasonable prior notice in writing to the Company's Branch Share Registrar.

2. With respect to shareholders who choose to receive the Corporate Communication in printed form, the Company will send the selected language version of the Corporate Communication to those shareholders who have made a selection unless and until they notify the Company's Branch Share Registrar in writing that they wish to receive the Corporate Communication in the other (or both) language(s), or by electronic means (through the Company's website).
3. When each printed Corporate Communication is sent out in accordance with the arrangements described in paragraphs 1 and 2 above, a letter (the "**Second Letter**") and a change request form (the "**Change Request Form**"), prepared in both English and Chinese, will be attached to or printed at some prominent place in the sent out version(s) of the relevant Corporate Communication, together with a pre-paid addressed envelope, specifying that the Corporate Communication prepared in the other language will be available upon request, and that shareholders may change their choice of means of receipt and language of the Corporate Communication by completing the Change Request Form and returning it to the Company's Branch Share Registrar.

4. All Corporate Communication in both English and Chinese, and in accessible format, will be available on the Company's website at <http://company.bosideng.com>. Soft copies of both languages of all such Corporate Communication will be filed with the Stock Exchange on the same day they are dispatched to shareholders, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules.
5. The Company's Branch Share Registrar is providing a dial-up hotline service (Tel: (852) 2862 8555) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable shareholders to make enquiry of the Company's proposed arrangements set out above.
6. The First Letter and the Second Letter will mention that both languages of each Corporate Communication will be available on the Company's website and that the dial-up hotline service has been provided as mentioned in paragraphs 4 and 5 above, respectively.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

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| “Company” | Bosideng International Holdings Limited, a company incorporated in the Cayman Islands whose shares are listed on the Stock Exchange; |
| “Corporate Communication” | any document issued or to be issued by the Company for the information or action of holders of any of the Company's securities as defined in the definition stated in Rule 1.01 of the Listing Rules; |
| “Stock Exchange” | The Stock Exchange of Hong Kong Limited; |
| “Listing Rules” | the Rules Governing the Listing of Securities on the Stock Exchange; and |
| “Branch Share Registrar” | Computershare Hong Kong Investor Services Limited, at Rooms 1806–07, 18th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. |

By order of the Board of
Bosideng International Holdings Limited
Mr. Gao Dekang
Chairman

Hong Kong, 10 June 2008

As at the date of this announcement, the executive Directors are Mr. Gao Dekang, Ms. Mei Dong, Ms. Gao Miaoqin, Dr. Kong Shengyuan, Ms. Huang Qiaolian and Ms. Wang Yunlei, the non-executive Director is Mr. Shen Jingwu, and the independent non-executive Directors are Mr. Dong Binggen, Mr. Jiang Hengjie, Mr. Wang Yao and Mr. Ngai Wai Fung.