

**For immediate release**



波司登國際控股有限公司

## **Bosideng International Holdings Limited**

**Bosideng MAN's Changshu Flagship Store Opens  
Down Apparel New Product Launch Successfully Held**

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**Bosideng ranked the 13<sup>th</sup> Most Valuable Chinese Brand  
with brand value of RMB18 billion**

**Chairman Gao Dekang awarded Hua De Awards and was ranked the third  
in Entrepreneurs' Public Image of the PRC apparel sector**

**(September 19, 2010 – 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, announces the grand opening of Bosideng MAN's Meicheng flagship store in Changshu. Meanwhile, the Group has held the 2010 new product launch for its down apparel in Zhangjiajie, Hunan, showcasing its new collection to the market.

Bosideng MAN's flagship store in Changshu is officially opened on September 16 with its brand ambassador, Mr. LeeHom Wang, attending the ceremony and describing the store as a "Trendy, Classic and Unique Palace for Shopping". The guests were all overwhelmed by the tasteful and world-class décor of the store. The store is located in Meicheng Shopping Plaza (美城休閒購物廣場) with an operating area of 300 square meters. It will serve customers in the peripheral area of Changshu and provide a brand new and tasteful shopping experience.

On the other front, Bosideng Down Apparel New Product Launch 2010 was held in Zhangjiajie, Hunan on September 10. The product launch venue decoration adopted a theme inspired by "Avatar" to demonstrate the design concept of "Harmonious World" applied to over 400 pieces of apparels which will soon hit the shelves. The 6 series of down apparels embrace pioneer concepts while cater to consumers' needs at the same time, which have overwhelmed over a thousand of industry participants who attended the event.

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Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "After years of efforts on brand development and market breakthrough, Bosideng has become the only world-renowned brand among the PRC apparel industry, it has also been the leading down apparel brand in the PRC for 15 consecutive years. To achieve breakthrough on such a high ground, we believe design creativity is the key factor. Our devotion to fashion and design has received strong recognition from our customers, which is well represented by our foothold established in domestic and also overseas markets. And this product launch show is another demonstration of our design ability. Looking forward, we will optimize the domestic sales network and foster cooperation with various shipping malls to ensure healthy, sustainable and stable expansion of our brand. On the other hand, we will further our development in non-seasonal apparel market through mergers and acquisitions and brand licensing, with an aim to growing into a multi brand operator encompassing down apparel, menswear, ladies wear, casual wear, kid's wear and outdoor clothing."

"As for menswear, we will further enhance our sale channels in the next few years according to market demand and will enhance the standard of our stores to provide our customers with tasteful shopping experience. With the development of more new stores and sale channels, we are confident Bosideng MAN will be able to proceed further in 2010 and progress towards the goal of becoming the leader in the menswear industry."

On brand cultivation front, the Group received another piece of good news: The 16th "Most Valuable Chinese Brand" list (「中國最有價值品牌排行榜」) was announced. "Bosideng" ranked the 13th with a brand value of RMB18.16 billion, "Snow Flying", another brand under the Bosideng Group, came the 46th with a brand value of RMB5.132 billion. The "Most Valuable Chinese Brand" list is a brand value comparison research co-organized by R&F Global Information Group (睿富全球排行榜) and Beijing Famous Brand Evaluation Co, Ltd (北京名牌資產評估有限公司). Throughout the years, the most influential consumption brands have snatched their positions on the list, making themselves the core of the PRC real economy and the representatives of quality corporations.

Meanwhile, Mr. Gao Dekang, the Company's Chairman, was ranked the 3rd in Hua De Award in terms of Entrepreneurs' Public Image\* - PRC apparel sector. Hua De Awards is organized by Tianxia Yingcai Media and is named as the "Fortune 500 in China".

Mr. Gao said, "I would like to express my greatest gratitude to everyone for their recognition of Bosideng's achievements and my contribution to the society. We will continue to work on our brand, operation and also management of the company to achieve further success."

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\* Source: Sina Finance, <http://finance.sina.com.cn/forum/cegxxmyd/index.html>

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*Mr. LeeHom Wang, brand ambassador of Bosideng MAN, attended store opening ceremony.*



*Bosideng Down Apparel New Product Launch 2010 adopted a venue decoration theme inspired by "Avatar" to demonstrate the design concept of "Harmonious World" .*

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*The new collection of Bosideng down apparel was exhibited on the product launch show.*

#### **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. In March 2010, the Group launched the new metropolitan fashion brand "BOSIDENG VOGUE".

# Among the 30 largest down apparel brands

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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](mailto:beatrice.wong@iprogilvy.com)/ [karen.tse@iprogilvy.com](mailto:karen.tse@iprogilvy.com)/  
[charis.yau@iprogilvy.com](mailto:charis.yau@iprogilvy.com)/ [callis.lau@iprogilvy.com](mailto:callis.lau@iprogilvy.com)