

HUGO BOSS

Press Release

**HUGO BOSS is anticipating an 8-10% increase in sales for 2004
Incoming orders for the Spring/Summer 2005 season projected
to rise by 8%**

Metzingen. Due to the sustained improvement in sales, the Managing Board at HUGO BOSS AG is anticipating an 8-10% increase in sales for 2004 as a whole. The operating result is expected to rise by an even higher 12-14%. Earnings before taxes are projected to climb by 8-10%.

“Given the challenging economic climate, these sales and earnings figures will enable us to gain market shares. We expect BOSS Woman to again perform very dynamically and report growth in excess of 30%,” said Bruno Sälzer, CEO and Chairman of the HUGO BOSS AG Managing Board.

Based on today's figures, the fashion group is projecting 8% higher preorders for the Spring/Summer 2005 season compared to the corresponding 2004 period. Preorder volumes represent 60% of total sales.

H U G O B O S S

More information about HUGO BOSS AG can be found at our website
www.hugoboss.com.

If you have any questions please contact:

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