

# HUGO BOSS

Ad hoc announcement in accordance with §15 WpHG

Metzingen, May 19, 2006 – 11:52 am

## **HUGO BOSS AG: Acquisition of own shares**

Metzingen. The Managing Board of HUGO BOSS AG has resolved to purchase Company shares in an amount not to exceed 10% of the share capital of the Company via the stock market. HUGO BOSS AG is thus implementing the authorization granted at the recent Annual Shareholders' Meeting on May 4, 2006 to acquire Company shares up until November 3, 2007. The shares acquired are to be used as consideration in the case of future acquisitions or equity investment opportunities. The Company has no specific acquisition plans at this time.

Metzingen, May 19, 2006

The Managing Board

HUGO BOSS AG

Dieselstrasse 12

72555 Metzingen

# H U G O B O S S

This Document contains forward-looking statements that reflect management's current views with respect to future events. The words "anticipate," "assume," "believe," "estimate," "expect," "intend," "may," "plan," "project" and "should" and similar expressions identify forward-looking statements. Such statements are subject to risks and uncertainties. If any of these or other risks and uncertainties occur, or if the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. We do not intend or assume any obligation to update any forward-looking statement, which speaks only as of the date on which it is made.