

HUGO BOSS

Press Release

Discontinuation of BALDESSARINI men's fashion collection

Metzingen. The Managing Board of HUGO BOSS AG is announcing that the production and sales of the BALDESSARINI brand menswear collection will be discontinued following the delivery of the 2007 Spring/Summer collection to the stores. The fragrances marketed by Procter & Gamble under the brand name BALDESSARINI are not affected. The BALDESSARINI brand posted sales of 17 million EUR during 2005.

BOSS Selection will be the premium quality line at HUGO BOSS in the future. During its first year, BOSS Selection generated sales of 20 million EUR. The goal is to double this figure to 40 million EUR within three years.

Should you have any questions, please contact:

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