

HUGO BOSS

Press Release

HUGO BOSS confirms first quarter results for 2006:

- **Sales increase by 13%, currency-adjusted by 11%**
- **EBIT rises by 13%, income before taxes by 14%**
- **Net income improves by 15%**

Metzingen, April 27, 2006. The HUGO BOSS fashion group has confirmed the preliminary results for the first quarter of fiscal 2006 announced last Monday. Sales increased by 13% to EUR 459 million (Q1 2005: EUR 406 million). Adjusted for currency effects, the sales increase was 11%. HUGO BOSS Group thus continued the sales growth of the past fiscal year.

The BOSS Womenswear segment made a crucial contribution to this favorable business development, increasing sales by 67% to EUR 44 million (Q1 2005: EUR 26 million). Net income for this segment improved to EUR 2.6 million (Q1 2005: EUR 1.3 million). The extension of the fashion range for women, in particular the launch of the new casual-style collection of BOSS Orange to complement the more classical BOSS Black collection, proved to be very successful.

In Europe, sales of the HUGO BOSS Group rose by 11% to EUR 330 million (Q1 2005: EUR 297 million). Sales in Germany improved by 16% to EUR 97 million (Q1 2005: EUR 84 million), significantly outperforming the weak trend of the German fashion market.

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Sales in the United States increased by 16% in local currency and by 27% in euros, reaching EUR 51 million in the first quarter of 2006 (Q1 2005: EUR 40 million).

HUGO BOSS also strengthened its position in the region of Asia/other regions. Sales rose by 11% to EUR 46 million (Q1 2005: EUR 42 million). When adjusted for currency effects, the increase was 7%.

Group earnings before interest and taxes (EBIT) rose by 13% to EUR 87 million (Q1 2005: EUR 77 million). Group net income increased by 15% to EUR 60 million in the first quarter of 2006 (Q1 2005: EUR 52 million).

Cash flow grew 15% to EUR 70 million (Q1 2005: EUR 61 million), while free cash flow before dividends declined to EUR 24 million (Q1 2005: EUR 28 million).

“HUGO BOSS closed the first quarter of 2006 with very strong results. This confirms the success of our realignment of strategy and structure,” commented Dr. Bruno Sälzer, Chief Executive Officer of HUGO BOSS AG. “Due to the further expansion of the segments BOSS Womenswear, Shoes & Accessories, and our own retail business, we expect the Group to achieve growth significantly above the market level for all of 2006.”

For 2006 as a whole, the Managing Board of HUGO BOSS AG anticipates currency-adjusted sales to increase by 10-12%. Income before taxes is expected to rise in proportion to sales growth.

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Additional information on HUGO BOSS AG as well as the Annual Report 2005 and the Interim Report on the first quarter of 2006 may be found on our website at www.hugoboss.com.

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