

HUGO BOSS

Press Release

HUGO BOSS AG recommends dividend increase for fiscal 2006

Metzingen, March 1, 2007. Based on the success achieved in fiscal 2006 and positive expectations regarding the Company's continuing performance, the Supervisory Board and Managing Board of HUGO BOSS AG will propose to the Annual Shareholders' Meeting to raise the dividend by 19 cents to EUR 1.19 (2005: EUR 1.00) per common share and EUR 1.20 (2005: EUR 1.01) per preferred share.

At today's meeting the Supervisory Board accepted the financial statements of HUGO BOSS AG and deemed approved the consolidated financial statements of the HUGO BOSS Group established by the Managing Board as of December 31, 2006. The financial statements report an increase in sales of 14% for the fashion group (currency adjusted: also 14%), from EUR 1,309 million to EUR 1,496 million. Earnings before taxes rose by 14% to EUR 180 million (2005: EUR 157 million), and net income by 19% to EUR 129 million (2005: 108 million).

Further information on HUGO BOSS AG can be found on our website at www.group.hugoboss.com.

H U G O B O S S

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