

HUGO BOSS

Press Release

HUGO BOSS in the first half of 2007:

- **Group sales improved by 11% (currency-adjusted by 14%)**
- **Net income increased by 18% to EUR 64 million**

Metzingen, August 1, 2007. HUGO BOSS Group sales rose by 11% to EUR 794 million in the first half of fiscal year 2007 (H1 2006: EUR 712 million). Currency-adjusted sales rose by 14%. The Company continued to sustain its dynamic business trend.

Against the backdrop of modest growth of 2% in the German fashion market, HUGO BOSS increased sales in Germany by 8% to EUR 177 million in the first half of 2007 (H1 2006: EUR 164 million). Sales in Europe excluding Germany grew by 17% to EUR 382 million (H1 2006: EUR 327 million). The Central and Eastern European markets made a particular strong contribution to this growth with an increase in sales of 40%.

In the USA, sales in the first half of 2007 rose by 9% (18% in local currency) to EUR 104 million (H1 2006: EUR 96 million). Sales in the People's Republic of China jumped 25% to EUR 19 million (H1 2006: EUR 15 million), underlining the growing importance of this market for the HUGO BOSS Group.

HUGO BOSS

BOSS Womenswear generated sales of EUR 100 million in the first six months of 2007, marking a significant increase of 38% from the prior-year period (H1 2006: EUR 73 million). Net income in the womenswear business improved to EUR 6 million from the prior-year period (H1 2006: EUR 3 million).

The shoes and leather accessories business and the Group's own retail business made a significant contribution to the growth in Group sales in the first half of 2007 with growth of 20% to EUR 89 million (H1 2006: EUR 74 million) and of 27% to EUR 109 million (H1 2006: EUR 86 million), respectively.

Earnings before taxes rose by 14% to EUR 90 million in the first half of 2007 (H1 2006: EUR 79 million), while net income increased by 18% to EUR 64 million (H1 2006: EUR 54 million).

"From January to June 2007, HUGO BOSS continued the dynamic growth of the previous years in all important markets. Once again, BOSS Womenswear, shoes and leather accessories as well as our own retail business performed particularly well", commented Dr. Bruno Sälzer, Chairman of the Managing Board at HUGO BOSS AG.

The Managing Board anticipates currency-adjusted sales to grow by 10-12% in the year 2007 as a whole, and earnings before taxes to rise by 12-15% when compared to fiscal year 2006.

For more information on HUGO BOSS AG, please visit our website at www.group.hugoboss.com.

HUGO BOSS

If you have any questions, please contact:

Philipp Wolff

Director of Communication

Phone: +49 (0) 7123 94-2375

Fax: +49 (0) 7123 94-2051

Christoph Lührke

Head of Investor Relations

Phone: +49 (0) 7123 94-2552

Fax: +49 (0) 7123 94-2035