

H U G O B O S S

Ad hoc announcement in accordance with §15 WpHG

Metzingen, December 22, 2008 – 10:48 a.m.

Personnel changes in the Managing Board of HUGO BOSS AG

Metzingen. The Supervisory Board of HUGO BOSS AG is announcing that Hans Fluri, COO of HUGO BOSS AG, will be assuming a new role as of April 1, 2009. Mr. Fluri will become Chairman of Red & Black Lux S.à r.l., the parent company of Valentino Fashion Group S.p.A., which is the main shareholder of HUGO BOSS AG. He will resign from office as member of the Managing Board of HUGO BOSS AG by March 31, 2009, at the latest.

In addition, the Supervisory Board has appointed Klaus-Gerhard Bierbrauer as a member of the Managing Board of HUGO BOSS. In future, the 42-year old will be responsible for Purchasing, Production, and Logistics. Mr. Bierbrauer will be assuming his role as Chief Operating Officer (COO) with effect as of April 1, 2009 at the latest.

Metzingen, December 22, 2008

The Managing Board

HUGO BOSS AG
Dieselstrasse 12
72555 Metzingen
Germany

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Issuer's information/explanatory remarks concerning this ad-hoc-announcement:

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In addition, the Supervisory Board has appointed Klaus-Gerhard Bierbrauer as a member of the Managing Board of HUGO BOSS. In future, the 42-year old will be responsible for Purchasing, Production, and Logistics. Mr. Bierbrauer will be assuming his role as Chief Operating Officer (COO) with effect as of April 1, 2009 at the latest.

For the past eight years, Klaus-Gerhard Bierbrauer has been responsible for the operative management of the Gucci Group's fashion activities. His activities there included product management, purchasing and procurement, supply chain management, quality and production management, as well as logistics. Before that, Mr. Bierbrauer gained many years of extensive experience in operations management with other international fashion companies such as Jil Sander and Louis Féraud.

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“Klaus-Gerhard Bierbrauer, in addition to his flair for high-quality textiles and his deep knowledge in the areas of operations and supply chain management, he brings the affinity with the high-end fashion market that is necessary for HUGO BOSS and is therefore an ideal addition to the Managing Board”, said Dr. Hellmut Albrecht, Chairman of the Supervisory Board of HUGO BOSS AG.

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

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