

H U G O B O S S

Ad-hoc-Meldung nach §15 WpHG

Metzingen, December 3, 2008 – 12.37 pm

Norbert Unterharnscheidt becomes Chief Financial Officer at HUGO BOSS AG

Metzingen. Today, the Supervisory Board of HUGO BOSS AG resolved with immediate effect to appoint Mr. Norbert Unterharnscheidt as the member of the HUGO BOSS AG Managing Board responsible for Finance. Most recently, Mr. Unterharnscheidt worked as Chief Financial Officer and Director for Labor Relations at Paul Hartmann AG.

Metzingen, December 3, 2008

The Managing Board

HUGO BOSS AG
Dieselstrasse 12
72555 Metzingen
Deutschland

HUGO BOSS

Information und Erläuterung des Emittenten zu dieser
Ad-hoc-Mitteilung:

Norbert Unterharnscheidt becomes new Chief Financial Officer at HUGO BOSS AG

Metzingen, December 3, 2008. Today, the Supervisory Board of HUGO BOSS AG resolved with immediate effect to appoint Mr. Norbert Unterharnscheidt as the member of the HUGO BOSS AG Managing Board responsible for Finance. Norbert Unterharnscheidt will assume immediate responsibility for Controlling, Finance, Investor Relations & Treasury and Tax & Risk Management.

Mr. Norbert Unterharnscheidt was selected based on his broad experience as a financial manager in international companies. Most recently, Norbert Unterharnscheidt worked as Chief Financial Officer and Director for Labor Relations at Paul Hartmann AG, a publicly listed company in Heidenheim, where he was responsible for controlling, finance and accounting, as well as treasury and tax, risk management, auditing, insurance and human resources. Prior to that, between 1997 and 2005, Norbert Unterharnscheidt was employed at Voith AG in Heidenheim, where his most recent post was Head of Corporate Finance. From 1987 to 1997 he worked at Rothenberger Werkzeuge Aktiengesellschaft, where he was director of the finance department from 1991 onwards.

Norbert Unterharnscheidt brings with him from his career to date wide-ranging experience in international company groups and is a highly regarded expert in developing and implementing long-term financial strategies.

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Mr. Unterharnscheidt will succeed Mr. Joachim Reinhardt, who left the Company and the post of Chief Financial Officer on July 31, 2008.

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

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