

HUGO BOSS

Ad-hoc announcement in accordance with §15 WpHG

Metzingen, March 11, 2008 – 10:17 p.m.

HUGO BOSS proposes dividend increase

Metzingen. After having established the annual financial statement as of December 31, 2007 and approved the consolidated annual financial statement as of December 31, 2007, Supervisory Board and Managing Board of HUGO BOSS AG resolved to propose to the Annual Shareholders' Meeting a dividend of EUR 1.45 and a special dividend of EUR 5.00 per common share (a total of EUR 6.45 per common share) and a dividend of EUR 1.46 and special dividend of EUR 5.00 per preferred share (a total of EUR 6.46 per preferred share).

Dividends	financial year 2007 (proposal)	financial year 2006	Change
Per common share	EUR 1.45	EUR 1.19	22%
Per preferred share	EUR 1.46	EUR 1.20	22%

Special dividend per common and preferred share EUR 5.00

Metzingen, March 11, 2008

The Managing Board

HUGO BOSS AG
Dieselstrasse 12
72555 Metzingen
Deutschland

HUGO BOSS

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

Metzingen, March 11, 2008. After a successful close to fiscal 2007 and based on a positive assessment of the Company's continued performance, the Supervisory and Managing Boards of HUGO BOSS AG have decided to propose to the Annual Shareholders' Meeting to increase dividends by EUR 0.26 to EUR 1.45 (2006: EUR 1.19) per common share and EUR 1.46 (2006: EUR 1.20) per preferred share.

The Supervisory Board also gave consideration to the Managing Board's proposal of paying a special dividend to reflect the capital structure that is planned for the future, and has concurred with the recommendation to pay a special dividend of EUR 5.00 per common and preferred share for fiscal 2007.

"Our strategic orientation will not change, and the Managing and Supervisory Boards will continue to stand behind the growth strategy already in place," stated Joachim Reinhardt, Chief Financial Officer of HUGO BOSS AG. "In the future, we will continue to focus on expanding and internationalizing the Group. By paying a special dividend, HUGO BOSS is enabling all shareholders to participate in the Company's success and improving the capital structure while at the same time maintaining the Company's financial flexibility to continue growing organically and making acquisitions."

HUGO BOSS

At today's session, the Supervisory Board accepted the financial statements of HUGO BOSS AG for the year ended December 31, 2007 as prepared by the Managing Board and approved the consolidated financial statements of the HUGO BOSS Group.

According to the 2007 financial statements, the fashion group increased sales in the past fiscal year by 9% (currency adjusted: 12%) from EUR 1,496 million to EUR 1,632 million. Earnings before interest and taxes rose by 19% to EUR 220 million (2006: EUR 184 million), and net income increased by 20% to EUR 154 million (2006: EUR 129 million).

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

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H U G O B O S S

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