

HUGO BOSS

Press Release

HUGO BOSS: Preliminary year-end figures for 2007

Group sales rise by 9% to EUR 1,632 million, currency-adjusted by 12%

Earnings before taxes increased by 18% to EUR 212 million

Net income up 20% to EUR 154 million

Metzingen, February 6, 2008. Compared to 2006, the HUGO BOSS fashion group increased total sales in the fiscal year just ended by 9% to EUR 1,632 million. Adjusted for currency effects, sales increased by 12%.

Earnings before interest and taxes (EBIT) improved by 19% to EUR 220 million (2006: EUR 184 million). The increase in earnings before taxes (EBT) to EUR 212 million reflects growth of 18% compared to 2006 (EUR 180 million). Net income increased by 20% to EUR 154 million (2006: EUR 129 million).

Thus, the HUGO BOSS Group exceeded its own targets of 10-12% currency-adjusted sales growth and 12-15% improvement of earnings before taxes.

"A 29% increase in sales to EUR 209 million reflects the continued very dynamic growth of BOSS Womenswear in 2007," said Dr. Bruno Sälzer, Chairman of HUGO BOSS AG's Managing Board. "The improvement of our own retailing activities at 25% to EUR 239 million and the 16% increase to EUR 176 million in shoes and leather accessories also contributed very significantly to our growth."

For fiscal 2008, the Managing Board of HUGO BOSS AG expects to break further records in sales and earnings.

HUGO BOSS

The audited financial statements will be published in the annual press and analyst conference in Metzingen on March 27, 2008.

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

If you have any questions, please contact:

Communication

Philipp Wolff

Director of Communication

Phone: +49 (0) 7123 94-2375

Fax: +49 (0) 7123 94-2051

Investor Relations

Viola Mahrenbach

Phone: +49 (0) 7123 94-1326

Fax: +49 (0) 7123 94-2035

E-Mail: Investor-Relations@hugoboss.com