

HUGO BOSS

Press Release

Personnel changes on the Managing Board of HUGO BOSS

Metzingen, March 5, 2008. The Supervisory Board of HUGO BOSS AG and Dr. Werner Lackas who has been the Managing Board member responsible for Purchasing, Production, and Logistics since October 1, 1997, have agreed that Dr. Lackas will leave the Managing Board of the Company as of today's date. Dr. Lackas will be leaving on excellent terms in a move supported by all concerned. The Supervisory and Managing Boards of HUGO BOSS AG wish to thank Dr. Lackas for his many years of successful service for the Company.

Hans Fluri has now been appointed Managing Board member responsible for Purchasing, Production, and Logistics. Mr. Fluri will take up his post as Chief Operating Officer (COO) effective immediately.

Hans Fluri can look back on three decades of international management experience. Until the end of February 2008, he was CEO of Deutscher Paket Dienst (DPD) and DPD GeoPost Deutschland as well as a member of the Group Management Board of the French parent company, GeoPost S.A. Mr. Fluri has an extensive background in the brand name and consumer goods areas. He led Philip Morris Deutschland to market leadership as a member of the Management Board of the consumer goods group. From 1993 to 1999, Mr. Fluri was president of Philip Morris Eastern Europe, where he was in charge of establishing and developing the business in the former Soviet block. After this, he successfully headed up Philip Morris' European business as president for four years, during which time he was also responsible for the global duty free business. All together, Mr. Fluri worked at Philip Morris for 24 years.

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Dr. Giuseppe Vita, Chairman of the Supervisory Board commented: "Hans Fluri is an experienced Manager who has proven that he can advance organizations on an international level. He is the ideal addition to the Managing Board of HUGO BOSS AG and a true enhancement for the Company. Mr. Fluri is also a unique leader who has proven his ability to successfully run a company of several thousand employees while remaining a team player."

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

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