

HUGO BOSS

Press Release

Dividend proposal by HUGO BOSS AG

Metzingen, March 17, 2009. After having established the annual financial statement as of December 31, 2008 of HUGO BOSS AG and approved the consolidated annual financial statement as of December 31, 2008, Supervisory Board and Managing Board of HUGO BOSS AG resolved to propose to the Annual Shareholders' Meeting a distribution of a dividend of EUR 1.37 per common share (dividend for fiscal year 2007 [without special dividend]: EUR 1.45) and EUR 1.38 per preferred share (dividend for fiscal year 2007 [without special dividend]: EUR 1.46).

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

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