

H U G O B O S S

Ad hoc announcement in accordance with §15 WpHG

Metzingen, January 15, 2009 – 6:48 p.m

Personnel changes in the Managing Board of HUGO BOSS AG

Metzingen (Germany), January 15, 2009. The Supervisory Board of HUGO BOSS AG has announced that André Maeder, board member with responsibility for sales for HUGO BOSS, will be withdrawing from the Managing Board effective January 31, 2009, allowing him to begin his role as CEO with the Swiss company Charles Vögele Group. Claus-Dietrich Lahrs, CEO and Chairman of the HUGO BOSS Managing Board, will assume Mr. Maeder's scope of functions.

Metzingen, January 15, 2009

The Managing Board

HUGO BOSS AG
Dieselstrasse 12
72555 Metzingen
Germany

HUGO BOSS

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

Personnel changes in the Managing Board of HUGO BOSS AG

Metzingen (Germany), January 15, 2009. The Supervisory Board of HUGO BOSS AG has announced that André Maeder, board member with responsibility for sales for HUGO BOSS, will be withdrawing from the Managing Board effective January 31, 2009. André Maeder, born in Switzerland, member of the Managing Board of HUGO BOSS AG since 2004 responsible for sales and license business, had asked the Supervisory Board beforehand to dissolve his contract early allowing him to begin his role as CEO with the Swiss company Charles Vögele Group in Pfäffikon in Zurich.

The Managing Board and Supervisory Board of HUGO BOSS AG regret the decision. However, they wish to "thank André Maeder for his committed service over the years and wish him the very best of success in his new responsibilities as CEO of Vögele". Claus-Dietrich Lahrs, CEO and Chairman of the HUGO BOSS Managing Board, will assume Mr. Maeder's scope of functions.

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

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