

HUGO BOSS

Ad-hoc announcement in accordance with §15 WpHG (Securities Trade Act)

Metzingen, May 28, 01:11 p.m.

Personnel changes in the Managing Board of HUGO BOSS AG

The Supervisory Board of HUGO BOSS AG has announced that Mr. Auhagen has been appointed as a member of HUGO BOSS's managing board. As the future Chief Brand Officer (CBO), Mr. Auhagen will be responsible for the development and product-relevant control of the HUGO BOSS group's brands. The date on which Mr. Auhagen will start his duties will be announced at a later time.

Metzingen, May 28, 2009

The Managing Board

HUGO BOSS AG
Dieselstr. 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, May 28, 2009. The Supervisory Board of HUGO BOSS AG has announced that Mr. Auhagen has been appointed as a member of HUGO BOSS's managing board. As the future Chief Brand Officer (CBO), Mr. Auhagen will be responsible for the development and product-relevant control of the HUGO BOSS group's brands. The date on which Mr. Auhagen will start his duties will be announced at a later time.

Since the beginning of 2007, Christoph Auhagen has been Senior Vice President at Esprit and is responsible for the global position of the brand in terms of product development and acquisition, as well as the system-supported design of the collection for global retail and wholesale distribution. Previously, Mr. Auhagen was the Managing Director of Sales & Marketing at Gerry Weber International AG.

"Christoph Auhagen possesses a profound knowledge of the areas of product development and brand positioning in various international fashion companies and, during his work, has acquired a knowledge of the vertical development and marketing of collections in the various distribution channels. We are convinced that he will be an outstanding addition to the company's managing board", said Dr. Hellmut Albrecht, Chairman of the HUGO BOSS AG's supervisory board.

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

H U G O B O S S

If you have any questions, please contact:

Philipp Wolff

Director of Communication

Phone: +49 7123 94-2375

Fax: +49 7123 94-2051

H U G O B O S S

This document contains forward-looking statements that reflect management's current views with respect to future events. The words "anticipate," "assume," "believe," "estimate," "expect," "intend," "may," "plan," "project," "should," and similar expressions identify forward-looking statements. Such statements are subject to risks and uncertainties. If any of these or other risks and uncertainties occur, or if the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. We do not intend or assume any obligation to update any forward-looking statement, which speaks only as of the date on which it is made.