

HUGO BOSS

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

Metzingen, April 28, 2009, 10:58 am

Personnel changes in the Managing Board of HUGO BOSS AG

The Supervisory Board of HUGO BOSS AG has announced that Dr. Andreas Stockert was appointed as member of the HUGO BOSS Managing Board. Dr. Stockert (54 years old) will be responsible for the segments purchase, production and logistics as Chief Operating Officer (COO) and will assume office on June 1, 2009.

Metzingen, April 28, 2009

The Managing Board

HUGO BOSS AG
Dieselstr. 12
72555 Metzingen
Germany

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

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Dr. Andreas Stockert is an approved expert in the area of logistics and has gained versatile and longtime experience in fashion and consumer goods. Most recently, he worked as Senior Vice President for Kühne + Nagel Management AG, Switzerland, responsible for the management of logistics and for the customers of fashion and consumer goods. Amongst others, his duties included logistic and supply chain management. Prior to that, for many years Dr. Stockert gained considerable experience regarding supply chain management in the textile sector as well as in different consulting firms.

“Dr. Andreas Stockert has both a profound knowledge of logistic and supply chain management as well as the affinity to the apparel industry which is essential to HUGO BOSS AG, and, therefore, will well complement the Managing Board”, said Dr. Hellmut Albrecht, chairman of the Supervisory Board of HUGO BOSS AG.

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

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