

HUGO BOSS

Press Release

Experienced HUGO BOSS manager appointed as Chief Financial Officer

Metzingen, January 11, 2010. At its meeting today, HUGO BOSS AG's Supervisory Board appointed Mark Langer (41) as a Managing Board member and Chief Financial Officer (CFO), effective January 15, 2010.

Mark Langer has been a manager at HUGO BOSS AG for many years and is succeeding Norbert Unterharnscheidt, who has resigned from his post, effective January 15, 2010 for personal reasons and in best mutual agreement with the Supervisory Board. The Supervisory Board thanks Norbert Unterharnscheidt for all the work he has done for the Company.

The new Chief Financial Officer, Mark Langer, has been at the HUGO BOSS Group since January 1, 2003 and has held several posts including Director Controlling, Director Finance & Accounting and Senior Vice President Global Replenishment. Before starting at HUGO BOSS, he worked as Finance Manager at Procter & Gamble and for the management consultancy McKinsey in Germany and North America.

Dr. Hellmut Albrecht, Chairman of the Supervisory Board commented, "Mark Langer is not only a first-rate expert in his field but is also very well acquainted with the HUGO BOSS Group's organization. We are therefore delighted that we have succeeded in persuading such a dynamic colleague to join HUGO BOSS AG's Managing Board".

HUGO BOSS

For more information about HUGO BOSS AG, please visit our website at www.group.hugoboss.com.

For any inquiries, please contact:

Philipp Wolff

Senior Vice President Communication

Phone: +49 (0) 7123 94-2375

Fax: +49 (0) 7123 94-2051

Investor Relations

Phone: +49 (0) 7123 94-1326

Fax: +49 (0) 7123 94-2035

E-mail: Investor-Relations@hugoboss.com