

HUGO BOSS

Press Release

Changes within the Managing Board of HUGO BOSS AG

Metzingen (Germany), August 4, 2010. As agreed with the Supervisory Board, Dr. Andreas Stockert will be retiring from his Managing Board position as COO (Chief Operations Officer) of HUGO BOSS AG on August 6, 2010 to concentrate on other duties. The Supervisory Board thanks Dr. Stockert for his commitment to the company and wishes him lots of luck for his professional and private future.

You can find additional information about HUGO BOSS AG at <http://group.hugoboss.com>.

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