

*Press Release*



**FOR IMMEDIATE RELEASE**

CONTACT: Kate King  
kking@timberland.com  
603.773.1379

**THE TIMBERLAND COMPANY NAMES BILL DODGE  
SENIOR DIRECTOR, GOLITE® FOOTWEAR**

**STRATHAM, NH, June 28, 2006** – With the introduction of the new line of advanced footwear for trail running enthusiasts under the GoLite® brand, The Timberland Company has announced the appointment of Bill Dodge as Senior Director for GoLite® footwear. This is the latest in the company's portfolio of performance brands. In this role, Dodge will be responsible for leading all aspects of the launch, sustained growth and evolution of the GoLite® footwear franchise. He will report to Gary Smith, Senior Vice President and General Manager of Timberland's Outdoor Brand Portfolio.

"We're very pleased to welcome Bill to the Timberland team," said Smith. "Given his wealth of experience in leading product, brand and new business launches, we're confident that the GoLite® footwear franchise will be a positive and promising addition to our existing portfolio of outdoor brands."

A footwear and winter sports industry veteran, Dodge's experience includes six years in leadership positions for the Dunham® brand for New Balance, first as National Sales Manager and most recently as Dunham's Marketing Manager responsible for product direction. Prior to Dunham / New Balance, he worked for more than 20 years at Salomon North America in a variety of sales and management positions, including Footwear Brand Manager and Director of Footwear Activities for the U.S. and Canada.

Dodge has been an avid outdoor enthusiast in a multitude of sports stemming back to early childhood.

With the launch of this footwear franchise, the portfolio of outdoor brands being managed by Timberland now includes Timberland® Outdoor Performance, GoLite® footwear, Miñ™ and SmartWool®.

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland® products are sold worldwide through leading department and specialty stores as well as Timberland® retail stores. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" -- forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, please visit [www.timberland.com](http://www.timberland.com).

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