

*Press Release*



**FOR IMMEDIATE RELEASE**

CONTACT: Kate King  
603.773.1379

**THE TIMBERLAND COMPANY APPOINTS ROSALEE HERMENS  
VICE PRESIDENT AND CHIEF INFORMATION OFFICER**

**STRATHAM, NH, March 15, 2006** – The Timberland Company today announced the appointment of Rosalee Hermens as Vice President and Chief Information Officer. In this role, Rosalee will be responsible for development and execution of Timberland’s global information systems and strategies.

“We are pleased to welcome Rosalee to our management team and look forward to her leadership of our IT function,” said Brian McKeon, Timberland’s Executive Vice President and Chief Financial Officer. “Her proven success in the information technology field and understanding of the challenges and opportunities of operating in a global environment will be critical as we look to continued global growth of our company.”

Prior to joining Timberland, Rosalee was the founder and Principal of Hermens and Associates, a strategic IT management consulting firm. Before leading the consulting firm, she was Vice President and Chief Information Office for Aspen Technology, Inc. Prior to Aspen, she spent eleven years at Compaq / Digital Equipment Corporation.

Rosalee graduated with a Bachelor of Science from the University of Oregon and from Yale with a Masters of Arts in Administrative Science. In addition to her business experience, Rosalee chairs the Board Committee on Technology at the Carroll Center for the Blind and is a trustee for the Forsyth Institute, the leader in oral health research.

-continued-

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).

###