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**TIMBERLAND ANNOUNCES DAILY COVERAGE OF UN CLIMATE CHANGE CONFERENCE
THROUGH NEW WEBSITE & ON-THE-GROUND CORRESPONDENT TEAM**

STRATHAM, NH, (December 10, 2009) — [The Timberland Company](#) (NYSE: TBL), a leading outdoor footwear and apparel company and environmental steward, invites citizens of the world to stay informed on the happenings in this week's (December 7 – 18) United Nations Climate Change Summit (COP15) in Copenhagen by following daily updates at www.earthkeeper.com/ActionCenter.

In support of Timberland's [Don't Tell Us It Can't Be Done](#) campaign – a movement encouraging citizens of the world to challenge government leaders attending the COP15 conference to set standards for emissions – Timberland is pleased to offer real-time coverage of conference activities with an on-the-ground reporting team, Olivia Zaleski and Gabriel London providing daily updates and exclusive interviews at www.earthkeeper.com/ActionCenter.

"The [Don't Tell Us It Can't Be Done](#) campaign is a powerfully simple and effective grassroots effort," said Jim Davey, Timberland's VP of Global Marketing. "Connecting individuals and consumers around the world with the most critical environmental summit in recent history."

[Olivia Zaleski](#) (Twitter: @OliviaZaleski) is a journalist focused on environmentalism as it relates to business, corporate best practice and executive thinking. As the regular "green correspondent" for CNNmoney.com, Olivia can be found hosting CNN and Fortune Magazine's Emmy-nominated series, "Business of Green," as well as hosting "Home Work," the popular green do-it-yourself series for Money Magazine. In addition, Olivia reports for Hearst Magazine's "The Daily Green" and appears regularly as, ABC's "Good Morning America Now" green expert. She has also contributed her commentary and advice to programs like Discovery Channel's TreehuggerTV, PlumTV, the CW and nationally syndicated morning news program The Daily Buzz.

[Gabriel London](#) (Twitter: @FoundObjectGL) is a documentary filmmaker and writer. As the founder of the documentary film production company, Found Object Films, Gabriel has produced and directed films that bring overlooked stories to a national audience, dealing with issues ranging from the prison conditions to climate change. In the process, his work has been featured in advocacy campaigns, for which he was awarded a Soros Criminal Justice Award. Gabriel's films have been broadcast nationally on television networks ranging from MTV to SpikeTV, and internationally as part of film festivals including IDFA, Urbanworld Film Festival, and Live Earth. Most recently, Gabriel created a campaign on climate change - See You in Copenhagen - in cooperation with the UN Foundation and Timberland in advance of the UN Conference on Climate Change.

For the next two weeks, Olivia and Gabriel will be sharing the view from Copenhagen through videos and blog posts, interviews with key leaders attending the conference and coverage of key events. Timberland encourages individuals to go to www.donttellusitcantbedone.com and sign the online petition or go to www.earthkeeper.com/actioncenter to join the discussion and follow along as Copenhagen unfolds.

About Timberland

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 markets products under the Timberland®, Timberland PRO®, Mountain Athletics®, SmartWool®, Timberland Boot Company®, Howies® and IPATH® brands, all of which offer quality workmanship and

detailing and are built to withstand the elements of nature. The company's products can be found in leading department and specialty stores as well as Timberland® retail stores throughout North America, Europe, Asia, Latin America, South Africa and the Middle East. 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. To learn more about becoming an Earthkeeper, visit www.earthkeeper.com.