

Press Release



FOR IMMEDIATE RELEASE

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THE TIMBERLAND COMPANY NAMES MARK BRYDEN VP and GM of NORTH AMERICA

STRATHAM, NH, July 28, 2009 – The Timberland Company has announced that Mark Bryden will become the Vice President and General Manager of North America. In this newly-created role, Mark will lead Timberland's North American operations with responsibility for all marketing, retail, wholesale and ecommerce business.

Mark joins Timberland following three years as President and General Manager of SmartWool Corporation, a leading outdoor performance brand which was acquired by Timberland in 2005. During his tenure, SmartWool has seen record growth with the launch of sport and lifestyle apparel, expanded into international markets, and received numerous accolades including two consecutive years among the top 10 of Outside Magazine's Best Places to Work.

Prior to joining SmartWool, Mark spent 26 years at Levi Strauss & Co., serving in a variety of sales and marketing positions before transitioning to the company's international and supply chain management organization. In his new role as VP and GM of North America for Timberland, he reports to President and CEO Jeffrey Swartz.

"I couldn't be more pleased about Mark's transition," said Jeffrey Swartz, Timberland's President and CEO. "Having worked closely with him at SmartWool for the past several years, I have complete confidence in his talent and experience, and most importantly, in his ability to

lead teams focused on execution of Timberland's strategic plans. I look forward to his leadership of our North American team."

"As someone who has long believed in Timberland's reputation as a leading outdoor brand with solid values, I'm excited for the opportunity to more actively influence the company's growth and direction," explained Mark Bryden. "I believe we have a solid foundation on which to build, and I look forward to working with the Timberland team to bring the brand to its rightful place in the market."

SmartWool simultaneously announced today that Mark Satkiewicz, Vice President of Sales, has been promoted to fill the role of President and General Manager vacated by Bryden. Satkiewicz will be responsible for the oversight and strategic direction of the SmartWool global brand. He joined SmartWool in June 2006, following more than 10 years of sales and analysis experience in the athletic market. He previously worked with many divisions within the Nike company, including sales, forecasting and strategic planning.

All leadership changes are effective immediately. Mark Bryden will relocate to Stratham, New Hampshire.

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.

SmartWool[®] is a leading performance brand offering wool-based apparel, socks and accessories. Nothing can compare to SmartWool[®] products for the ultimate in performance,

comfort and easy care. SmartWool® fiber is superior at vaporizing moisture, controlling temperature and odor and is guaranteed not to shrink. It's also a renewable resource that illustrates the design genius of evolution. For information on the full range of SmartWool® products or to find a dealer near you, please log onto SmartWool's award winning website: www.SmartWool.com. SmartWool Corporation is a wholly owned subsidiary of The Timberland Company.

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