



SUNDANCE
FILM FESTIVAL



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THE TIMBERLAND COMPANY ANNOUNCES SPONSORSHIP OF 2010 SUNDANCE FILM FESTIVAL

Outdoor Brand Expands Presence at Renowned Festival, Returning For Second Year as Sundance Film Festival's "Official Footwear and Outerwear"

Stratham, NH – December 2, 2009 – The Timberland Company announced today that it will continue its role as the Official Footwear and Outerwear Sponsor of the Sundance Film Festival, taking place from January 21 – 31, 2010 in Park City; Salt Lake City; Ogden; and Sundance, Utah. Building upon its 2009 presence, Timberland will launch a new consumer activation space and exclusively provide footwear and jackets for Festival filmmakers and the programming team. Additionally, the brand will outfit over 2,000 Festival staff and volunteers in Timberland® gloves.

"The warm welcome into the Sundance family that Timberland received last year was overwhelming," said Theresa Palermo, Senior Director of North American Marketing. "We are thrilled to return to bring the Timberland story – steeped in a tradition of premium craftsmanship and environmental preservation – directly to consumers and festival-goers."

Enhancing the Official Sponsorship for 2010 will be Timberland's presence in a new consumer-facing Festival sponsor area on Heber Avenue, located in the "Lower Main" stretch of downtown Park City. This area will provide a hands-on, interactive experience for consumers to see, touch and learn about the Timberland story and the brand's newest – and even upcoming – products, including a sneak-peak at the brand's Fall 2010 Earthkeepers™ footwear line.

Similar to its 2009 activation, the Timberland / Sundance Film Festival partnership will be visible throughout the Festival, as it will supply the exclusive and coveted, co-branded Timberland / 2010 Sundance Film Festival jackets to over 300 filmmakers as well as the Festival's programming team. In addition, Timberland will also provide these same VIPs with premium footwear, including their popular Earthkeepers™ boots, which are made with recycled materials.

Timberland will continue to be a partner in the Festival's green efforts, encouraging the use of public transportation and walking for Festival attendees, to alleviate road congestion and smog emissions in Park City. For information on Timberland's Earthkeeper Heroes program and to learn more about the company's longstanding commitment to preserving the environment, please visit, www.earthkeeper.com.

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.

Sundance Film Festival

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Presenting approximately 120 dramatic and documentary feature-length films in seven distinct categories and between 60 and 80 short films each year, the Sundance Film Festival has introduced American audiences to some of the most ground-breaking films of the past two decades, including **sex lies and videotape**, **Maria Full of Grace**, **Hedwig and the Angry Inch**, **An Inconvenient Truth**, **Trouble the Water**, **Central Station**, and **Precious: Based on the Novel Push by Sapphire**. For more information, visit: www.sundance.org/festival

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