



Contact:

Jodi Housman

Cone

617-939-8384

jhousman@coneinc.com

Cara Vanderbeck

The Timberland Company

603-773-1222

cvanderbeck@timberland.com

TIMBERLAND LAUNCHES GLOBAL "DON'T TELL US IT CAN'T BE DONE" CAMPAIGN

Campaign to encourage the establishment of meaningful emissions standards from UN Climate Change Conference

STRATHAM, NH, (November 17, 2009) — [The Timberland Company](#) (NYSE: TBL), a leading outdoor footwear and apparel company and environmental steward, today announced the launch of [Don't Tell Us It Can't Be Done](#) – a movement that encourages citizens of the world to challenge government leaders attending the United Nation's Conference on Climate Change (COP15) in Copenhagen this December to set standards for emissions. Don't Tell Us It Can't Be Done is a global campaign that urges the public to get involved in the climate change debate by giving them a forum to let their voices be heard.

In December, 192 nations from around the world will come together in Copenhagen to attempt to ratify a new global climate change treaty, designed to replace the soon-to-expire Kyoto protocol. COP15 represents a significant opportunity to take action on climate change. Through the [Don't Tell Us It Can't Be Done](#) campaign, Timberland hopes to rally the power of individuals and consumers around the world to affect this process positively by challenging government leaders to set standards for emissions.

Timberland is challenging world leaders at COP15 to commit to reducing global emissions – even if that means a cap and trade system. Even with the restrictions that such a model could produce, Timberland is confident that it would force innovation in industries everywhere and that businesses, as problem solvers, would find a way to adapt without passing the cost to the consumer, just as Timberland has. Through measures such as improving lighting design, using renewable energy sources at Timberland facilities and building all new US stores to LEED specifications, Timberland has reduced its direct carbon emissions by 27% since 2006 – all while achieving cost savings.

"It's time for companies to look at the effect their business has on the environment and do something about it," said Jeffrey Swartz, Timberland's President and CEO. "If world leaders set the standards, businesses will find a way to innovate and make environmentally conscious products and profits at the same time. It can be done."

As part of this campaign, individuals can make their voices heard by signing an online petition at www.donttellusitcantbedone.com or by going through Facebook.com/timberland and Earthkeeper.com. The petition asks world leaders to come to an agreement on fair and binding climate legislation that clearly sets a limit for greenhouse gas emissions; and then asks them to step aside and let businesses innovate and lead the way to finding solutions to achieve those limits.

In addition to signing the petition, visitors can learn about other ways to address climate change or stay up-to-date with happenings at the conference from December 7 – 18. An on-the-ground correspondent will be providing daily updates and exclusive interviews at www.donttellusitcantbedone.com. A series of videos produced by Found Object Films, founders of the "See You in Copenhagen" film campaign, will feature individuals and companies who have found innovative ways to reduce their environmental impact. Timberland will also be advertising and using social networks like Twitter and Facebook to get the word out about the campaign and the importance of addressing climate change now.

This campaign doesn't end after the COP15 conference. No matter the result of the conference, Timberland will continue to call for commitment and action to the long-term outcome – and hopes to develop programs that build on a model of government and city engagement.

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.