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TIMBERLAND ANNOUNCES PARTNERSHIP WITH RELIANCE BRANDS

Reliance Brands to Drive Expansion of Timberland® Footwear and Apparel in to India

STRATHAM, NH, (November 30, 2009) —The [Timberland](#) Company (NYSE: TBL), a leading outdoor footwear and apparel company, today announced an exclusive partnership with [Reliance Brands](#) Ltd., part of Reliance Industries Ltd., to distribute Timberland® footwear and apparel to the Indian market.

Through the collaboration, Timberland® products will be available through Timberland® branded retail stores and premium department stores in major cities throughout India. The Timberland® brand represents four decades of product engineering and innovation, and a deep commitment to preserving the outdoors for which their products are designed.

“With its rapidly-growing fashion and retail sectors, we believe India will become a key market for us,” said Jeff Swartz, President and CEO of Timberland. “Reliance Brands has a wealth of experience in launching and successfully distributing international brands in India. They have a clear understanding of the Timberland® brand and consumer, and are as committed as we are to our ideology and passion for the outdoors.”

“Timberland is a trusted, authentic brand with a history of innovation and quality, functional products for the outdoors—and we’re excited to help drive the expansion of Timberland in to India,” said Darshan Mehta, President and CEO, Reliance Brands Ltd. “With the strength of the Timberland® brand and our shared commitment to excellence, we’re confident this will be a long, successful partnership.”

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.

About Reliance Brands Limited

Reliance Brands Limited is a part of Reliance Industries Limited. The company began operations in October 2007 with a mandate to launch and build international and domestic brand equity in the premium to luxury segment across apparel, footwear and lifestyle businesses.

About Reliance Industries Limited

Reliance Industries Limited (RIL) is India's largest private sector company on all major financial parameters with a turnover of Rs. 146,328 crore (US\$ 28.85 billion), cash profit of Rs. 22,365 crore (US\$ 4.41 billion) and net profit (excluding exceptional income) of Rs. 15,637 crore (US\$ 3.08 billion) and net worth of Rs. 126,373 crore (US\$ 24.92 billion) as of March 31, 2009.

RIL is the first private sector company from India to be featured in the Fortune Global 500 list of 'World's Largest Corporations' and ranks 117th amongst the Top 200 companies in the world in terms of profits. RIL ranks 75th in the Financial Times FT Global 500 list of world's largest companies. RIL is rated 15th 'Most Innovative Company' in the world in a survey conducted by the US financial publication-Business Week in collaboration with the Boston Consulting Group.