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TIMBERLAND REVEALS STRATEGY FOR LESSENING ITS IMPACT ON GLOBAL WARMING

Comprehensive White Paper Outlines Aggressive Goals for Reducing Its Impact on Climate Change and Beyond

STRATHAM, NH (April 14, 2009) — [The Timberland Company](#) (NYSE: TBL), a leading outdoor footwear and apparel company and environmental steward, today announced the publication of a white paper outlining its comprehensive climate strategy for reducing the greenhouse gas emissions it produces from owned and operated facilities and employee travel. The white paper also details Timberland's commitment to pursue opportunities to reduce the carbon footprint associated with its value chain. Timberland's strategy prioritizes efforts to limit its contribution to climate change through reducing energy demand and procuring and investing in renewable energy. One of the first companies to develop a formal document to define all parts of its comprehensive strategy for managing and reducing impact on global warming, Timberland aims to be part of the solution through a continued commitment to [Earthkeeping](#).

With a heritage deeply rooted in the outdoors, climate change affects Timberland's business. "Timberland is contributing to global warming through our production and operations; as a result, we are setting forth an aggressive strategy to reduce our own carbon emissions and to influence and engage those outside our direct corporate boundaries to do the same," states Jeffrey Swartz, president & CEO of Timberland. "Our climate change strategy will hold Timberland accountable for the goals we set, allow us to be transparent about challenges we face and give us the opportunity to demonstrate real progress to our customers, stakeholders, supply chain and to outside businesses looking to link commerce and environmental justice."

This report is one step toward greater understanding of the company's own carbon footprint -- and how Timberland intends to influence the factors that it doesn't directly control. For example:

- Timberland is partnering with factories to help them reduce emissions that come from the manufacturing of products.
- Timberland has designed a tool called the [Green Index](#) that gives consumers information about the environmental footprint of footwear. This tool also allows designers to choose less carbon intensive materials.
- Timberland is working closely with transportation vendors to make changes in how and where product is shipped.
- And, while it's not easy to quantify how this fits in to its footprint, even indirectly, Timberland also takes seriously the opportunity to advocate for public policy changes that benefit the

environment and to engage consumers through online conversations at www.earthkeeper.com.

Timberland has achieved a 27 percent reduction in emissions (attributable to its owned and operated facilities and employee travel) since 2006 due to efficiency improvements, renewable energy development and employee engagement. In this time, Timberland has built three renewable energy systems including transitioning one of its largest and most polluting facilities over to renewable energy, a comprehensive program for engaging employees in reducing individual emissions, and the first certified LEED (The Leadership in Energy and Environmental Design) Retail store in the world.

A key part of Timberland's strategy is setting boundaries for its own carbon footprint, laying out a comprehensive reduction plan, which will include: verifying greenhouse gas inventory through a third-party vendor, reducing energy demand through efficiency improvements, purchasing clean, renewable energy whenever possible, generating its own renewable energy on-site, and when necessary, purchasing renewable energy credits and offsets to offset emissions and develop local renewable energy projects.

Successful implementation of Timberland's own carbon reduction strategy will create opportunities moving forward to reduce emissions in its supply chain, ensure a regulatory environment that encourages a low carbon economy and empower consumers and stakeholders to scale Timberland's efforts to reduce collective individual contributions to global warming.

Timberland will foster stakeholder discussion surrounding the details of its climate strategy and future opportunities to increase collaboration and expand energy efficiency and renewable energy, on its Quarterly Corporate Social Responsibility Stakeholder Call scheduled for Monday, April 20, 2009 from 11:00 a.m. – 12:30 p.m. EST. To participate, register via www.timberland.justmeans.com or email csrinfo@timberland.com. Timberland also encourages stakeholders and consumers alike to share feedback on the strategy, make simple changes to reduce individual carbon footprints, join the [Earthkeeper](#) movement, and support an environmental [Change Agent](#).

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®, 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.