

CANADA GOOSE

CANADA GOOSE RESPONSE PROGRAM REACHES ACROSS BORDERS, MAKES FIRST INTERNATIONAL DONATION WITH KATE UPTON AND JUSTIN VERLANDER

Brand will send 20,000 scrubs to Mount Sinai Health System, while Upton and Verlander will make monetary donation to the Institute for Health Equity Research

TORONTO, ON (June 24, 2020) – Today, Canada Goose (NYSE: GOOS, TSX: GOOS) announced the expansion of its Canada Goose Response Program with delivery of 20,000 general uniform scrubs to Mount Sinai Health System in New York. The much needed gear will be distributed to healthcare workers across all eight Mount Sinai hospitals.

[Goose Person](#), Kate Upton and husband, Justin Verlander, Pitcher for the Houston Astros, will join Canada Goose by making a monetary contribution to Mount Sinai's Institute for Health Equity Research (IHER), dedicated to addressing and combating systemic healthcare disparities. Since April, Verlander and Upton have donated Verlander's salary to support organizations and individuals impacted by COVID-19 and striving for equality.

IHER was created to understand the effects of health issues, including COVID-19, affecting at-risk communities, specifically those that are non-white, low-income, immigrant, uninsured, and LGBTQ+ across all ages, genders and abilities. The IHER team is working to identify the causes and magnitude of these determinants, develop solutions to address them, take concrete action in response and train the next generation. This research and its accompanying solutions are built to be adapted across the country – beyond NYC – and inform future health challenges globally.

With IHER's work rooted within the very communities Mount Sinai serves – Morningside Heights, Brooklyn, Queens – Canada Goose's general uniform scrubs will complement the work and research being done across the hospital network.

"New York City has played an important role in the story of Canada Goose – the city and its people have embraced our brand. We're proud to give back to New York and its healthcare workers as they continue their fight against COVID-19," said Dani Reiss, President & CEO, Canada Goose. "Through their continued support of those affected by this pandemic, Kate and Justin have been an inspiration to many and have made a true impact. We're happy to make this donation in partnership with them both."

"Justin and I are grateful to be collaborating with Canada Goose to make a difference and help implement change," said Kate Upton, Goose Person, Canada Goose. "We are honoured to support Mount Sinai's heroic efforts and research of underserved communities."

The scrubs and charitable donation will help ensure that the Mount Sinai clinicians and researchers can continue their battle on the frontlines of New York City.

"Mount Sinai Health System physicians, nurses, scientists, and other health care professionals have been in the epicenter of the COVID-19 pandemic, working tirelessly to save lives. Thank you to Canada Goose and the growing number of business partners who have pledged their support," said Kenneth L. Davis, MD, President and CEO of Mount Sinai Health System.

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In March, Canada Goose moved quickly to address the shortage of medical gear for those on the frontlines, pivoting its manufacturing infrastructure from parkas to gowns and scrubs as part of its Response Program. Within weeks of opening, the brand constructed and donated 14,000 units across Canada to hospitals and healthcare facilities battling by COVID-19. Currently, all eight of its Canadian manufacturing facilities have reopened, with more than 750 employees currently back at work. The Company is manufacturing approximately 100,000 units per week and plans to make more than 2 million units in total, all at cost, to address both provincial and federal contracts, which will be fully delivered by October 2020.

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About Canada Goose

Founded in a small warehouse in Toronto, Canada in 1957, Canada Goose has grown into one of the world's leading makers of performance luxury apparel. Every collection is informed by the rugged demands of the Arctic and inspired by relentless innovation and uncompromised craftsmanship. From the coldest places on Earth to global fashion capitals, people are proud to wear Canada Goose products. Canada Goose is a recognized leader for its Made in Canada commitment, and is a long-time partner of Polar Bears International. Visit www.canadagoose.com for more information.

About the Mount Sinai Health System

The Mount Sinai Health System is New York City's largest academic medical system, encompassing eight hospitals, a leading medical school, and a vast network of ambulatory practices throughout the greater New York region. Mount Sinai is a national and international source of unrivaled education, translational research and discovery, and collaborative clinical leadership ensuring that we deliver the highest quality care—from prevention to treatment of the most serious and complex human diseases. The Health System includes more than 7,200 physicians and features a robust and continually expanding network of multispecialty services, including more than 400 ambulatory practice locations throughout the five boroughs of New York City, Westchester, and Long Island. The Mount Sinai Hospital is ranked No. 14 on *U.S. News & World Report's* "Honor Roll" of the Top 20 Best Hospitals in the country and the Icahn School of Medicine as one of the Top 20 Best Medical Schools in country. Mount Sinai Health System hospitals are consistently ranked regionally by specialty and our physicians in the top 1% of all physicians nationally by *U.S. News & World Report*.

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