



PRESS

CANADA'S TOP TENNIS PLAYER MILOS RAONIC PARTNERS WITH CANADA GOOSE

Toronto – August 1, 2014 – Canada Goose, known internationally for its iconic Made in Canada outerwear, today announced top Canadian tennis player Milos Raonic as an official Goose Person. Currently ranked No. 7 in the ATP men's tennis rankings, Raonic joins a diverse group of global ambassadors, all of whom embody the company's values and lifestyle, stand for something bigger than themselves, and inspire others through epic adventures and accomplishments.

"Goose People dream big dreams and take big swings—and when they succeed, so do we. With his career-making performance at the French Open and Wimbledon, Milos Raonic has put our country on the map and we're thrilled to welcome him to our family," said Dani Reiss, President & CEO, Canada Goose. "Best of all, we know this is just the beginning for him and we're excited to support Milos throughout his career."

From small adventures to life-changing journeys, Canada Goose proudly supports prominent and up-and-coming Canadian teams, athletes, and artists of all disciplines, helping them to reach new levels of greatness. Notable Canadian Goose People include adventure runner and Impossible2Possible founder, Ray Zahab, who entered the *Guinness Book of World Records* after completing an unsupported trek to the South Pole in 2008, and mountaineer Laurie Skreslet, the first Canadian to summit Mt. Everest.

"I'm proud to work with a company that's so committed to putting the global spotlight on Canadian talent," said Raonic. "I want my career to make a difference and I hope to inspire more Canadians to play tennis, so our country can produce more top players in the future. I can't wait to share my continued successes with fans across Canada and around the globe."

Born in Montenegro in 1990, Raonic and his family relocated to Toronto in 1994. He started playing tennis at age nine and by age 16, became one of Canada's top juniors. Raonic qualified for his first Grand Slam event at the 2010 U.S. Open, and gained international recognition in 2011 after rising from World No. 102 to No. 37 in one month and being named Newcomer of the Year in the 2011 ATP World Tour Awards. Raonic is currently the only Canadian tennis player to break into the top 10 of the ATP Singles Rankings, after his record-breaking run at the 2014 Wimbledon Championships. In 2013, Raonic launched the Milos Raonic Foundation, which helps children with disabilities engage in physical activity and contributes to prosthetics research.

Raonic is represented by CAA Sports, a division of Creative Artists Agency (CAA), the world's leading entertainment and sports agency.

About Canada Goose Inc.

For over 55 years, Canada Goose has been committed to producing the best extreme weather outerwear in the world; proudly made in Canada. From the South Pole research facilities and the Canadian High Arctic, to the streets of New York City, Stockholm, Paris, Milan, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, quality, functionality, and iconic style. Canada Goose supports Polar Bears International as well as a number of charitable organizations and outdoor ventures that provide commitment to Arctic stewardship and the environment. Visit www.canadagoose.com for more information.

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