



PRESS

CANADA GOOSE SUPPORTS NEW CANADIAN ANTI-COUNTERFEIT MEASURES

TORONTO - March 1, 2013 - Canada Goose, one of the world's leading manufacturers of extreme weather outerwear today welcomed the tabling of new anti-counterfeit measures in the Parliament of Canada.

"Canadians have long been victims to the illicit counterfeit trade and the new measures announced today should be welcome news for consumers, businesses and retailers alike," said Kevin Spreekmeester, Vice President of Global Marketing at Canada Goose and Co-Chair of the Canadian Intellectual Property Council. "The strengthened border measures will play a vital role in protecting jobs for Canadian manufacturers, as well as unsuspecting consumers looking for bargains from those that would do them harm."

Canada Goose has campaigned globally against counterfeits for over a decade and has made significant investments in the fight against counterfeit goods to educate and protect consumers:

- On the Canada Goose website, consumers can enter the URL of any website they believe may be selling counterfeit merchandise, to immediately verify whether or not it is an Authorized Retailer
- Every Canada Goose jacket and accessory includes a hologram in its seam as proof of authenticity
- Canada Goose continuously works with law enforcement agencies, border protection services and financial institutions around the world, and has hired third-party online brand protection agencies to stop the sales of counterfeit products online

To learn more about Canada Goose and how to recognize a counterfeit jacket, visit <http://www.canada-goose.com/counterfeit/>.

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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, Milan, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, best 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.canada-goose.com for more information on Canada Goose.



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