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CANADA GOOSE OPENS NEW DOORS FOR 'MADE IN CANADA'

New Toronto and Expanded Winnipeg Facilities Create Hundreds of New Jobs to Meet Increasing Global Demand for Made in Canada Products

TORONTO, ON – October 15, 2014 -- Canada Goose today officially opened its global headquarters in Toronto, Ontario, home to the company's brand new 96,000-square-foot factory which doubles previous production capacity. Canada Goose also announced the expansion of its Winnipeg production facility, and combined with the Toronto factory has added close to 200 new manufacturing jobs as well as numerous management and administrative positions. To help meet the growing global demand for its iconic made-in-Canada outdoor luxury apparel, the company expects to continue adding jobs at the same pace.

"When other companies moved production overseas to chase better margins, we took a big risk and told the world that 'Made in Canada' was going to work," said Dani Reiss, President & CEO, Canada Goose. "We made a decision to keep production at home and we continue to invest in rebuilding manufacturing infrastructure here in Canada to deliver on that commitment. We're proud of the new jobs we've created and to help spread the brand of Canada around the world."

One of the biggest challenges as a result of the company's growth is finding skilled sewers, however Canada Goose has successfully addressed the issue by working with various government and community organizations and creating in-house training programs. Today the company employs approximately six per cent of the cut & sew labour industry in Canada. In the past decade, Canada Goose has grown more than 4,000 per cent and sells product at premium retailers in more than 50 countries around the world.

"From a small warehouse in 1957, to an internationally recognized brand over half a century later – Canada Goose is truly a Canadian treasure. Its high quality apparel, including extreme weather outerwear, is manufactured in Canada and sold in over 50 countries. The new global headquarters and factory expansion will create good paying jobs and benefit the entire country," said Joe Oliver, Minister of Finance.

While it's a new home for Canada Goose, the building was initially built in the 1940s for Hilroy, another iconic Canadian company. The historic midtown location was redesigned to bring the Canada Goose brand to life in blending rugged yet refined lifestyle with high-tech innovation. It features a robust showroom which takes inspiration from an Arctic basecamp, a museum to showcase key artifacts of the company's five-decade history and experiential boardrooms such as 'Hollywood North' that illustrates the company's long-standing relationship with the film and entertainment industry. The Canada Goose Winnipeg facility is housed in the historic location first built in 1916 for the Stovel Printing Company and features leading-edge technology in fabric cutting, down-filling and sewing that has dramatically increased production efficiency.



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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, 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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