



PRESS

CANADA GOOSE EXPANDS PRODUCTION WITH OPENING OF NEW WINNIPEG FACTORY

New factory space doubles production capacity and drives 15+% increase in workforce

WINNIPEG, MB – April 9, 2013 – Canada Goose, one of the world's leading manufacturers of extreme weather outerwear, today announced the opening of its new manufacturing facility in Winnipeg – marking another important milestone in its commitment to keeping production on Canadian soil. With double the production capacity and the hiring of more than 25 new employees in the last six months, the new facility enables the company to meet growing global demand and explore new areas of technical innovation.

“With our exponential growth in the last decade, it’s clear that people want authentic products, made where they should be made. For iconic extreme weather outerwear, there’s no better place than Canada,” said Dani Reiss, President & CEO, Canada Goose. “This move not only represents another step in helping to build up the Canadian apparel-manufacturing industry, it’s a celebration of the skills, passion and quality craftsmanship that our employees deliver every day.”

Located in the historic building first built in 1916 for the Stovel Printing Company, the new Canada Goose facility occupies 57,000 square feet and features leading-edge technology in fabric cutting, down-filling and sewing that will dramatically increase production efficiency. Currently, there are 160 employees in sewing, shipping and design roles, and the company plans to increase staff by an additional 20 per cent over the next year. To help connect with recruiting and training enterprises for new hires, as well as navigate participation in community and government programs, Canada Goose has partnered with Yes! Winnipeg, an initiative within Economic Development Winnipeg Inc.

In the past decade, Canada Goose has grown over 3,500 per cent and now sells in more than 44 countries worldwide. The company employs more than 1,000 people across the globe.

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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, 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.



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