



PRESS

CANADA GOOSE EXPANDS PRESENCE IN GERMANY

Investment in sales showroom and sales manager to meet increased market demand

MUNICH – MARCH 5, 2013 – Canada Goose, one of the world’s leading manufacturers of extreme weather outerwear, today announced the opening of a new sales showroom in Munich and hiring of a sales manager as part of its growth strategy in the German marketplace. Over the last four years, Canada Goose has increased sales by well over 500% in the market and has plans for continued expansion.

Located at Lodenfrey-Park, the showroom is the ideal venue to showcase Canada Goose Collections in an environment that embodies the company’s heritage, philosophy and brand. In addition to the recent hiring of Christian Stoll, Sales Director for Germany and Austria, Canada Goose has strengthened the local team by hiring Ines-Maria Dangl as Sales Manager in Germany. An outdoor enthusiast with deep retail and product expertise, she previously worked for industry leading companies such as Windsurfing Chiemsee and Sporthaus-Schuster. Bringing over 10 years of experience to Canada Goose, Dangl will work alongside Stoll to build on existing business and develop new opportunities across all distribution channels in the local market.

“Consumer demand for high-quality, authentic outerwear continues to grow significantly in Europe – especially in the German market,” said Joe Sudow, Vice President Sales of Europe, Canada Goose. “Having a new showroom and strategic hires in place locally is an exciting and important step for us as we’re able to elevate the level of service we deliver to our retail customers and react quickly to market demands.”

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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 on Canada Goose.

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