



PRESS

CANADA GOOSE OPENS U.S. HEADQUARTERS TO MEET GROWING CONSUMER DEMAND

First U.S. office established in Denver to bolster retail relationships and grow business

TORONTO, ON & DENVER, CO (May 28, 2013) – Canada Goose Inc., one of the world’s leading manufacturers of extreme weather outerwear, announced the opening of its first office in the United States, in Denver, Colorado. Located in historic Larimer Square, the office will serve as the U.S. headquarters, enabling the company to better serve its premium retail customers with a new showroom and a dedicated sales team.

Recognized around the world for its iconic jackets – all made in Canada – Canada Goose has experienced tremendous growth of 3,500 percent over the last decade, including more than 1,500 percent growth over the last five years in the U.S. alone. Currently Canada Goose sells products across a number of categories at premium retailers such as Gorsuch, MooseJaw, Backcountry.com, The Tannery, Barneys, Neiman Marcus, and Saks Fifth Avenue.

“Like us, the U.S. is home to adventurers who challenge the norm, brave the wild, and embark on new adventures and the fashion-forward tastemakers who seek out the highest standards of quality and style. They have a keen desire and determination to get more out of life and as a result, their demand for our authentic outerwear continues to fuel our growth,” said Dani Reiss, President & CEO, Canada Goose. “Opening our U.S. headquarters is an exciting milestone as well as an important step in the company’s long history in freeing people from the cold.”

Led by Ian Widmer, Director of U.S. Sales, who has been with the company since 2009, the team will build upon existing business in outdoor and lifestyle markets as well as expanding into more fashion-focused accounts. As part of the company’s aggressive growth strategy, Canada Goose has undergone a comprehensive re-structuring of its sales organization including the hiring of four new in-house employees and a number of independent sales agents across the country.

“Denver is the gateway to the mountains and a major hub of the outdoor industry. As a global leader in the premium outerwear market, we couldn’t think of a better place to set up our U.S. headquarters, or city to call home,” said Widmer. “Together with a new team and agency strategy in place, this office allows us to not only showcase our products, but also to give our customers an opportunity to experience an environment that truly embodies the Canada Goose culture.”

Over the last five years, Canada Goose has gained significant momentum in the U.S. market thanks to increased strategic activities such as becoming the Official Outerwear sponsor of the 2013 Sundance Film Festival, being the first Canadian member of the Conservation Alliance and most recently, seen on model Kate Upton on the cover of the Sports Illustrated Swimsuit Issue, which was shot in Antarctica.

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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.

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