



PRESS

CANADA GOOSE TAKES FLIGHT WITH OPENING OF NEW EUROPEAN HEADQUARTERS

*New corporate office in Stockholm, Sweden will centralize European operations
for leading cold weather outerwear manufacturer*

TORONTO, ON (May 25, 2010) – Canada Goose Inc., one of the world’s top manufacturers of extreme weather outerwear, has announced the opening of its first corporate office outside of Canada.

The new office, located in Stockholm, Sweden, will serve as the home base for Canada Goose’s European operations. The company has enjoyed tremendous growth within the European marketplace in recent years and will now be in a position to elevate and enhance its service to both retailers and consumers through its new Stockholm office.

“Canada Goose enjoys incredible popularity across Europe and we’re absolutely thrilled to be making a commitment to these markets with the opening of our new office in Stockholm,” says Dani Reiss, President and CEO, Canada Goose. “By localizing our European efforts, we’ll have a new level of accessibility for our European dealers and customer base. Our European customers love the fact that Canada Goose is a real, authentic brand with all of our products made in Canada. As one of our top consumer markets in Europe, Stockholm was a logical choice for our new headquarters”.

Joe Sudow will serve as General Manager for the European office, which will focus on key markets for Canada Goose including Sweden, Norway, Denmark, Iceland and Germany. Sudow was one of Canada Goose’s original European distributors, making him the natural choice to lead operations in Stockholm.

“Canada Goose sees tremendous growth opportunities within Europe and we’re now in an amazing position to really take our European efforts to the next level,” says Sudow. “In my 17 years working with Canada Goose, I’ve seen the brand go from an unknown to one of the most beloved outerwear brands across Europe. The opening of our Stockholm office is the logical next step in that story and we’re all really excited to start writing that next chapter.”

Visit www.canada-goose.com for more information on Canada Goose.

About Canada Goose Inc.: For over 50 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. Ask Anyone Who Knows.

For more information on Canada Goose, please contact:

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