



PRESS

CANADA GOOSE ANNOUNCES CUSTOMIZED PANTONE COLOUR – PBI BLUE – TO CELEBRATE INTERNATIONAL POLAR BEAR DAY

Launch marks 10-year relationship between Canada Goose and Polar Bears International

TORONTO, February 27, 2018 - Canada Goose Holdings Inc. (NYSE:GOOS, TSX: GOOS) today celebrates its 10-year relationship with Polar Bears International (PBI) – an organization dedicated to the preservation of polar bears and their habitat – by announcing the creation of its signature ‘PBI Blue’ colour as a customized Pantone shade, just in time for International Polar Bear Day.

As a long-standing partner, Canada Goose provides PBI researchers and scientists with the cold-weather apparel they need to survive long hours in harsh Arctic conditions as they work to preserve the populations and natural habitats of these icons of the great white North. The signature colour of the Canada Goose PBI Collection, ‘PBI Blue’ was developed in partnership with The Pantone Colour Institute to formally recognize the energetic hue, which has become a symbol of the expert and important work being done by PBI scientists and conservationists to conserve polar bears and their habitats.

As defined by The Pantone Colour Institute, ‘PBI Blue’ is vivid and vibrant. The energizing appeal of PBI Blue actively engages, yet at the same time, conveys a message of trust, honor, and dependability. Communicating responsibility and credibility, PBI Blue illustrates the important role society plays in safeguarding our environment. Strong and exhilarating, hopeful and confident, the aquatic PBI Blue is ideally suited to be a symbol of conservation and protection of the polar bear population and its habitat.

“PBI Blue is a buoyant and uplifting marine blue shade that directly links us to nature and our ecosystem,” said Laurie Pressman, Vice President, Pantone Color Institute. “Long associated with loyalty and devotion, the creation of the PBI Blue Pantone is the perfect way to celebrate the 10-year partnership between Canada Goose and PBI.”

“With two-thirds of the world’s polar bears living in Canada, we feel an innate responsibility to protect polar bears and their habitat. We have been a proud PBI supporter for ten years and have contributed more than \$2M to support their continued research and conservation efforts,” said Dani Reiss, President & CEO of Canada Goose. “We’re grateful to The Pantone Colour Institute for their help in bringing ‘PBI Blue’ to life and shining attention on this important global issue.”

The PBI Collection is a capsule of parkas, lightweight jackets and accessories for adults and kids, made in the signature colour, ‘PBI Blue.’ Canada Goose donates \$50 from each sale of a PBI jacket, which provides critical funding for polar bear and environmental research and advocacy.

About Canada Goose Inc.

Founded in a small warehouse in Toronto, Canada in 1957, Canada Goose has grown into one of the world’s leading makers of performance luxury apparel. Every collection is informed by the rugged demands of the Arctic and inspired by relentless innovation and uncompromised craftsmanship. From Antarctic research facilities and the Canadian High Arctic, to the streets of New York, London, Milan, Paris, and Tokyo, people are proud to wear Canada Goose products. Employing more than 2,000 people worldwide, Canada Goose is a recognized leader for its Made in Canada commitment, and is a long-time partner of Polar Bears International. Visit canadagoose.com for more information.



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About Pantone and The Pantone Color Institute

PANTONE®, a wholly owned subsidiary of X-Rite, Incorporated, is the global color authority and provider of professional color standards for the design industries. Today Pantone's universal language of color is used by 100 million design professionals worldwide to access color trends, communicate color choices and control consistency of color across every imaginable surface, texture, material and finish.

The Pantone Color Institute™ forecasts global color trends and advises companies on color in brand identity and product development, for the application and integration of color as a strategic asset. Recognized around the world as a leading source of color information through seasonal trend forecasts, custom color development, and palette recommendations for product and corporate identity, Pantone Color Institute partners with global brands to leverage the power, psychology and emotion of color in their design strategy.

Always a source for color inspiration, Pantone also offers designer-inspired products and services for consumers. More information is available at <http://www.pantone.com>. For the latest news, trends, information and conversations, connect with Pantone on Instagram, [Facebook](#), [Twitter](#), and [Pinterest](#).

About Polar Bears International

PBI is the only organization with a sole focus on polar bears. Our mission is to conserve polar bears and the sea ice they depend on. Through media, science, and advocacy, we work to inspire people to care about the Arctic, the threats to its future, and the connection between this remote region and our global climate. Visit us at www.polarbearsinternational.org and find us on Facebook and Instagram at [@polarbearsinternational](#).

For further information:

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