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### **CANADA GOOSE BOLSTERS 'MADE IN CANADA' COMMITMENT WITH OPENING OF SECOND WINNIPEG MANUFACTURING FACILITY**

*New factory will create over 350 new jobs in Manitoba by early 2017*

**Toronto, ON (November 17, 2015)** – Canada Goose, leading maker of Arctic luxury apparel, officially opened its second manufacturing facility in Winnipeg today. Creating more than 350 new jobs over the next 18 months, the new facility will help the company meet continued growing global demand for its Made-in-Canada outerwear.

The 103,000 square-foot facility, first built in 1982, has been repurposed with state-of-the-art manufacturing technology to produce classic Canada Goose parkas as well as new lightweight down styles for Fall/Winter 2016 Collection, which will be sold in over 50 countries. The new factory is the company's latest investment in rebuilding the apparel manufacturing infrastructure in Canada. According to Industry Canada, between 2010 and 2014 the Canadian apparel manufacturing industry lost 12,000 jobs, decreasing at an annual rate of 11 per cent.<sup>1</sup>

"With the opening of a fourth factory, our commitment to keeping production on Canadian soil is stronger than ever. We're proud of our role in bringing manufacturing jobs back to Canada and are honoured to be doing it in Winnipeg," said Dani Reiss, President & CEO, Canada Goose.

This is the second wholly-owned facility the company has opened in 2015 and follows a recent significant expansion of both factory and office space at its global headquarters in Toronto. Today, Canada Goose employs more than 1,000 people worldwide and has grown over 4,000 per over the last decade.

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#### **About Canada Goose Inc.**

Founded in a small warehouse in Toronto, Canada over fifty-five years ago, Canada Goose has grown into the world's leading maker of Arctic luxury apparel. Informed by the rugged demands of the Arctic, relentless innovation and uncompromised craftsmanship inspire the form and function of every collection. From the South Pole research facilities and the Canadian High Arctic, to the streets of New York City, London, Milan, Paris, and Tokyo, people are proud to wear Canada Goose products. Employing more than 1,000 people worldwide, Canada Goose is a recognized leader for its Made in Canada commitment, and a long-time partner of Polar Bears International. Visit [www.canadagoose.com](http://www.canadagoose.com) for more information.

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<sup>1</sup> Industry Canada (2015) [https://www.ic.gc.ca/eic/site/026.nsf/eng/h\\_00070.html](https://www.ic.gc.ca/eic/site/026.nsf/eng/h_00070.html)



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