



## TIMBERLAND EARTHKEEPERS™ PRESENTS

### OUTDOORS: WHERE RELATIONSHIPS ARE MADE

Timberland calls on Nature's heroes to capture the harmony  
between Nature and Man on camera

**Malaysia, May 5, 2011** – Whether it is river kayaking, hiking the islets, riding the mountain trail, or taking a stroll in the park, Nature has created meaningful human connections and bonds amidst adversity, explorations and adventures. To celebrate Man's relationship with the outdoors and share these emotions with the world, leading outdoor footwear and apparel company Timberland is pleased to launch a regional photography contest focusing on the theme: **“Outdoors: Where Relationships Are Made”**.

Held from May 18 to June 30, the contest will be launched in five markets across Asia – including China, Taiwan, Malaysia, Singapore and Hong Kong – where participants can capture their personal relationship with the outdoors through their camera lenses.

An initiative to kick off Timberland's Earthkeepers™ programme for year 2011, the Timberland **“Outdoors: Where Relationships Are Made”** photography contest is a testament to the brand's role as an environmental steward and its firm commitment to spreading the word on the importance of helping to preserve and appreciate nature.

#### **Calling all Nature Lovers**

Regardless of whether you're a shutterbug or a conservationist, a professional photographer or a student, you can participate in this photo contest to tell us your story and express your enthusiasm for nature's beauty while striving to help preserve our Earth.

Participants simply need submit a photo(s) reflecting his/her relationship with nature to an interactive platform [www.mytimberland.com.my/photo](http://www.mytimberland.com.my/photo), include an anecdote (comprising a description not more than 300 characters or a 50-word caption) about the meaning and significance behind the photo submission. One participant from each market will be crowned the winner and will stand a chance to be part of the reforestation activity in Horqin Desert, Inner Mongolia, as well as go on a nature appreciation trip to UNESCO site Jiuzhaigou Valley, where relationships are, once again, made.



Official prizes for the Timberland “**Outdoors: Where Relationships Are Made**” photography contest are as follows:

- First prize: All expenses paid trip for 1 to Horqin Desert & Jiuzhaigou Valley worth MYR10,000 + MYR1,000 cash + MYR800 worth of Timberland Earthkeepers\* vouchers (redeemable from July 15, 2011 till October 31, 2011)
- Second prize: MYR1,000 cash + MYR600 worth of Timberland Earthkeepers\* vouchers (redeemable from July 15, 2011 till October 31, 2011)
- Third prize: MYR800 cash + MYR400 worth of Timberland Earthkeepers\* vouchers (redeemable from July 15, 2011 till October 31, 2011)

\*Vouchers can only be used for Timberland’s Earthkeepers™ Collection merchandise.

All prize winners will also stand a chance to have their winning photos published in the regional Timberland coffee table, which will be sold and distributed in all participating countries.

### **Help Save Our Earth, Together With Timberland!**

As an authentic and sustainable outdoor brand, Timberland believes in the model of “doing well and doing good”. Other than its high-quality products, Timberland is a world leader in its efforts of carbon neutralization and environmental stewardship, both in business operations and in the design and manufacture of its products.

Timberland’s Earthkeepers™ Collection is a product line that best represents the brand’s values in action. Comprising over 100 styles for men, women and children, the Earthkeepers™ Collection uses recycled, renewable and organic materials such as recycled PET linings, organic cotton laces and leathers from Silver-rated and Gold-rated tanneries to reduce Timberland’s climate impact, chemical use and resource consumption. All of Timberland’s footwear also come with a “nutritional label”, carrying a Green Index rating stating how much resources and carbon emissions were consumed in the manufacturing of the shoe, hence satisfying consumers’ growing needs for beautiful eco-friendly products while enabling them to make educated purchasing choices.

“It has been our long held belief that success comes from a strategy in which commerce and justice are inextricably linked. It is our key vision to realize the harmonious coexistence of people and nature,” said Mr. Jeffrey Swartz, Timberland President and CEO.

In a bid to further reduce global warming, Timberland partnered non-governmental organisation Green Net to develop the Horqin Reforestation Project – a green mission to plant



trees and promote sustainable reforestation in Inner Mongolia's Horqin Desert. By 2010, Timberland had achieved its goal of planting 1 million trees, and have began their second ambitious phase of the Horqin project by aiming to double this rate and plant two million more trees within the next 10 years. This in turn fosters the brand's global commitment to planting 5 million trees in 5 years around the world.

As one of the follow-up activities to the photography contest, Timberland will publish an Earthkeepers™ coffee table book featuring the selected winning photographs. The coffee table book will be sold in all participating countries, and proceeds will go into the funding of the Horqin Reforestation Project.

To make sure they walk the talk, Timberland seeks your joint efforts and action towards a green cause, in which you can be a hero to help save our Earth.

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**About Timberland:**

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland markets products under the Timberland®, Timberland PRO®, Mountain Athletics®, SmartWool®, Timberland Boot Company® and howies® brands, all of which offer quality workmanship and detailing and are built to withstand the elements of nature. The company's products can be found in leading department and specialty stores as well as Timberland® retail stores throughout North America, Europe, Asia, Latin America, South Africa and the Middle East. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" -- forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, please visit [www.timberland.com](http://www.timberland.com). To learn more about becoming an Earthkeeper, visit [www.earthkeeper2011.com](http://www.earthkeeper2011.com).

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Timberland is located at:

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- 3) Lot 4.07.00 Level 4, Pavilion KL. Tel: 03-2144 3880
- 4) Lot G110, One Utama Shopping Centre. Tel: 03-7726 8104
- 5) Lot G1.30, Sunway Pyramid Shopping Centre. Tel: 03-5632 5660
- 6) Lot G20, Empire Shopping Gallery. Tel: 03-5632 0733