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TIMBERLAND TIRES LAUNCHES DIRECT-TO-CONSUMER E-COMMERCE SITE AND INSTALLER NETWORK

Timberland Tires, the first line of tires purposely created to be recycled into footwear at the end of their life on the road, launches new e-commerce site.

TRAVERSE CITY, Mich., April 17, 2015 – Tire manufacturer and distributor Omni United (S) Pte. Ltd. today announced the launch of its Timberland Tires e-commerce site and installer network. Timberland Tires are the first tires ever purposely designed to be recycled into footwear outsoles after their journey on the road is complete. The tires were unveiled at the Specialty Equipment Market Association (SEMA) automotive trade show in Las Vegas last November, setting new standards for sustainable innovation in the tire industry.

The new e-commerce site timberlandtires.com, went live today with 20 sizes of the Timberland CROSS tire range.

The tires are available for purchase via timberlandtires.com with, an installer network of over 1,100 locations, and an expanding dealer network. An additional 15 sizes of the Timberland CROSS tire will be available in October 2015.

When consumers visit timberlandtires.com, they simply input their vehicle information or tire size to determine current tire availability. If tires are not currently available for the vehicle requested, a notice will appear informing the consumer of future availability. Omni United (S) Pte. Ltd. will also release subsequent product lines, including an expanded size range of the Timberland CROSS and the Timberland A/T with 30 sizes available from October 2015.

“It is important that this tire be available for purchase wherever the target consumers choose to shop, and we know one of their preferred channels is online,” said John Soule, vice president of global marketing and licensed business development for Omni United. “Whether the end user purchases Timberland Tires via their laptop at home, on their phone or tablet, or in-store, we highly value the service our installers provide in today’s ever-changing marketplace.”

On the site, consumers will pay for their Timberland Tires and the shipping to their preferred installer. The site will post the dealer’s installation fee per tire, which will be collected directly from the customer by the dealer at the time of service.

This partnership was first conceived three years ago, when sustainability leaders from Omni United and global outdoor lifestyle brand Timberland came together to address a longstanding shared concern. The tire and footwear industries are two of the largest users of virgin rubber. The majority of tires on the market today have a limited life span; ecologically-sound disposal at the end of that life span presents yet another challenge. As respected innovators in their fields, Timberland and Omni United envisioned – and are now

bringing to life – a partnership whereby they are creating a more sustainable lifecycle for rubber. When the tire tread wears out, the tire lives on, one day recycled into Timberland® shoes.

For more information about Timberland Tires and to view the newly launched e-commerce site, visit <http://www.timberlandtires.com>.

About Timberland

Timberland, a brand of VF Corporation (NYSE: VFC), 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®, and Timberland Boot Company® brands, all of which offer quality workmanship and detailing and are built to withstand the elements of nature. Timberland® products are sold throughout the world in leading department and specialty stores as well as company-owned retail locations and online. Timberland's dedication to making quality products is matched by its 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.

About Omni United (S) Pte. Ltd.

Omni United (S) Pte Ltd. is a tire designer and manufacturer. The company offers a complete range of passenger car, SUV, truck, bus and farms tires marketed under its own brand names: Radar Tires, Birla, Goodride, Roadlux and Speedways. Omni United (S) Pte. Ltd. was founded in 2003 by entrepreneur G.S. Sareen and is headquartered in Singapore. As a reliable business partner with innovative products, unparalleled customer service and logistics solutions, Omni United (S) Pte. Ltd. plays an important role in supplying value-for-money products to consumers in more than 80 countries worldwide. Omni United's flagship brand, RadarTires was declared Carbon Neutral in 2013. In the United States, the company does business as Omni United USA and currently has products sold in more than 1,000 retail outlets nationwide. Further information on Omni United (S) Pte. Ltd. is available by calling 1-855-906-6646, emailing info@omni-united.com or visiting <http://omni-united.com>.

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