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TIMBERLAND TIRES RECEIVES RECOGNITION AT ETHICAL CORPORATION'S SIXTH ANNUAL RESPONSIBLE BUSINESS AWARDS

TRAVERSE CITY, Mich., Sep. 30th, 2015 – On Friday, September 25th, Timberland Tires received recognition at the Ethical Corporation's Sixth Annual Responsible Business Awards ceremony held in London as "runner-up" for the "Sustainable Innovation" category. Timberland was highly commended in the Sustainable Innovation category for the launch of Timberland Tires, a premium line of tires purposely designed and made to be recycled into Timberland footwear at the end of their life on the road, creating a more sustainable lifecycle for rubber.

This awards acknowledge the companies that most clearly demonstrated the incorporation of sustainability into commercial objectives, or applied it in addressing a business challenge. The winner showed that they have created a definitive new product that has been incorporated into operations across the company.

The awarding judges noted: "Timberland has launched a highly innovative partnership into a new commercial segment with sustainability underlying its business venture. The Judges look forward to seeing results and impact next year."

Timberland and Omni United first conceived this partnership three years ago, when sustainability leaders from both brands 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.

Timberland Tires represent a new model in tire innovation: a sustainable, tire-to-shoe lifecycle. Positioned at the premium end of the market, Timberland Tires are designed and created for superior performance and safety on the road. The tires are made in the U.S. (using both domestic and imported materials) and feature a rubber formulation that is appropriate for the recycling of the tires at the end of their useful life into Timberland® shoes.

In addition to winning the Best Employee Engagement category at the awards, Timberland took home the award for its Path of Service program, which was launched in 1992 to engage employees, business partners, and consumers in service to others. Today, the program provides full-time employees with up to 40 paid volunteer hours per year to serve in their communities.

See more at: <http://3blmedia.com/News/Timberland-Wins-6th-Annual-Ethical-Corporation-Responsible-Business-Awards#sthash.X0JJZsSM.dpuf>

For more information about Timberland Tires, visit www.timberlandtires.com.

The Timberland Tires product line provides market coverage in two categories. The Timberland CROSS tire (for small SUVs and crossover vehicles) is available in 35 sizes. The Timberland A/T tire (for trucks and large SUVs) will be available in October 2015 in 30 sizes. This will round out the Timberland Tires portfolio, giving it two distinct lines with over 60 sizes covering about 80 percent of the North American SUV vehicle market.

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

Omni United 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 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 plays an important role in supplying value-for-money products to consumers in more than 80 countries worldwide. Omni United's flagship brand Radar Tires 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 is available by calling 1-855-906-6646, by emailing info@omni-united.com or visiting <http://omni-united.com>. For further information about Radar Tires, please visit <http://www.radartires.com>

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