

Press release

**Marcolin announces the renewal of the eyewear agreement with
The Timberland Company**

Sunglasses and prescription frames licensing agreement extended through 2013

Longarone, September 13th 2010. The Marcolin Group, one of the world's leaders in the eyewear industry, announced today the renewal of the licensing agreement for design, production and worldwide distribution of Timberland® prescription frames and sunglasses.

The agreement extends the relationship through December 31st 2013 – renewable for another two years - and contains terms and conditions which are in line with those included in the current agreement, originally due for expiry on December 31st 2010.

Maurizio Marcolin, Style & Licensing Officer of the Marcolin Group, commented: *"We are extremely satisfied to continue the partnership we've established over the years. Timberland is a company deeply grounded in the values that define a stable and lasting brand, with clearly articulated social and environmental goals. This renewal is strategic to keep our presence in the diffusion segment of the market, with products designed to convey the authentic meaning of the brand."*

"Marcolin's global expertise in eyewear design, development and manufacturing, along with their commitment to quality craftsmanship, is a huge asset to Timberland's integrated product offering," said Tim Diaz, GM & Vice President of Global Accessories and Licensing, The Timberland Company. *"Our relationship with Marcolin has already indicated that they understand our brand values, as well as a clear understanding of the Timberland® brand and consumer. Together we are committed to building relevant, innovative product that meets the needs of the discerning outdoor Timberland consumer".*

Marcolin, listed on the Milan Stock Exchange, is one of the leading eyewear companies, and stands out, in the luxury sector, for the premium quality of its products, its attention to detail, and focused distribution. In 2009, the company produced and distributed approximately 5 million pairs of glasses in more than 600 models. The portfolio of licensed brands includes: Cover Girl Eyewear, DSquared2 Eyewear, Ferrari, Hogan Eyewear, John Galliano Eyewear, Just Cavalli Eyewear, Kenneth Cole New York, Kenneth Cole Reaction, Miss Sixty Glasses, Montblanc Eyewear, Replay Eyes, Roberto Cavalli Eyewear, Swarovski, Timberland, Tod's Eyewear, Tom Ford Eyewear. Marcolin and Web Eyewear feature among the Group's own brands.

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®, howies® and IPATH® 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. To learn more about becoming an Earthkeeper, visit www.earthkeeper.com.