AMY CRAWFORD

EXPERIENCED STRATEGIC MARKETING
& COMMUNICATIONS PROFESSIONAL

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AMY CRAWFORD BIO

Raised in the mountains of the Pacific Northwest, via the deep suburbs of Tennessee, Amy Crawford is happy to call Portland home. With her background in editorial writing and editing, Amy honed her skills on the editorial staffs of *Shape Magazine*, *Fit Pregnancy* and *Rock & Ice* in the first part of her career. Her work has appeared in *Outside*, *Backpacker*, *Hooked on The Outdoors*, *Glamour* and *Women's Health*.

Taking her creative wordsmithing to the next level, Amy became one half of an elite public relations team for The North Face. She increased media coverage 200 percent in one year and 300 percent in two years, regularly landing cover and award opportunities for her company. Amy is credited with securing more than 800 media hits for The North Face Endurance Challenge in which athlete Dean Karnazes ran 50 Marathons in 50 States in 50 consecutive days. In 2009 Amy founded National Camping Month, June, as a way to encourage outdoor participation, create brand awareness and enable exploration.

In 2011, Amy joined the team at KEEN Footwear as Marketing Manager, Product Storyteller, bringing the stories of KEEN products and initiatives to life through innovative copy, design, video and consumer-facing strategy. Amy has collaborated with companies such as Patagonia, PrAna, DeFeet, Julbo, Evolv, Verde Communications and Hi-Tec. Amy and her husband, Schuyler, welcomed their first baby, a son, Shiloh, in January 2014. If you happen to be in NE Portland at 4:00am, wave. She'll be up.

INCLUDED SAMPLES

KEEN FOOTWEAR

Marketing Copy, Headlines and Storytelling

- KEEN Utility New Building Announcement
- KEEN Utility 90-Day Best Boots Ever Guarantee
- KEEN Utility Retail Introduction
- Built in the USA Treatments
- KEEN Footwear Advertising
- Brand Timelines
- Give With Purchase
- Selected Catalog Excerpts

THE NORTH FACE

Marketing Copy, Headlines and Storytelling

- Spring 2011 Press Kit, selected pages
- Fall 2010 Press Kit, selected pages

THE NORTH FACE

Press Releases, Writing

- The North Face Kishtwar Jacket Awarded "Gear of the Year" by *Outside*
  (OCTOBER 6, 2010)
- The North Face Welcomes New Faces to Its Action Sports Team
  (SEPTEMBER 16, 2010)
- Daniel Woods Makes First Ascent of *The Game*
  (FEBRUARY 16, 2010)
- The North Face Unveils New Infant and Toddler Collection for the Littlest Explorers
  (JANUARY 13, 2010)
- The North Face Animagi Jacket Wins Coveted Gear Award
  (JANUARY 4, 2010)

ADDITIONAL SAMPLES, INCLUDING VOICE-OVER SCRIPTS AND VIDEO PROJECT MANAGEMENT, AVAILABLE UPON REQUEST

KEEN UTILITY'S NEW DIGS



KEEN UTILITY // 515 NW 13TH AVENUE // PORTLAND, OREGON 97209

RE-USE
RECYCLE

ERECTED
1907

50,000
SQ. FT.

5
STORIES

20 TONS
OF WOOD
RE-PURPOSED

3 TONS
OF STEEL
RECYCLED

1 DUMPSTER
OF WASTE FILLED
DURING REMODEL

90 DAY GUARANTEE
BEST BOOTS EVER
KEEN
UTILITY

THE FINE PRINT

- KEEN encourages all consumers to go directly to the store they originally purchased the boots from to maintain the consumer/retailer relationship.
- We encourage retailers to put consumers into a different style of KEEN boots at no cost to them, however, depending on the store return policy, a store credit may be issued or give cash back. This is at the discretion of the store.
- KEEN will not give cash back for any boots returned with the 90 Day Guarantee, however, if the retailer gives cash back to a consumer under the 90 Day Guarantee, KEEN will issue the retailer a credit for the wholesale amount of the boots.
- In order for KEEN to issue a credit simply contact your Dealer Service Representative to obtain a Return Authorization.

IT'S AS EASY AS THAT.

WE STAND BEHIND OUR BOOTS SO YOU CAN STAND IN THEM.

BEST BOOTS EVER GUARANTEE

If within 90 days from the date of purchase your KEEN footwear is not the most comfortable footwear you have worn we will replace them, no questions asked. Some may call it a risk, letting our boots be put through the wringer for a whole 90 days. We're willing to take it. We're confident that KEEN footwear is the most comfortable, high-performance, protective shoes you'll wear while on the job.





WE KNOW YOU KNOW BOOTS, BUT WE WANT YOU TO GET TO KNOW OUR BOOTS BETTER.

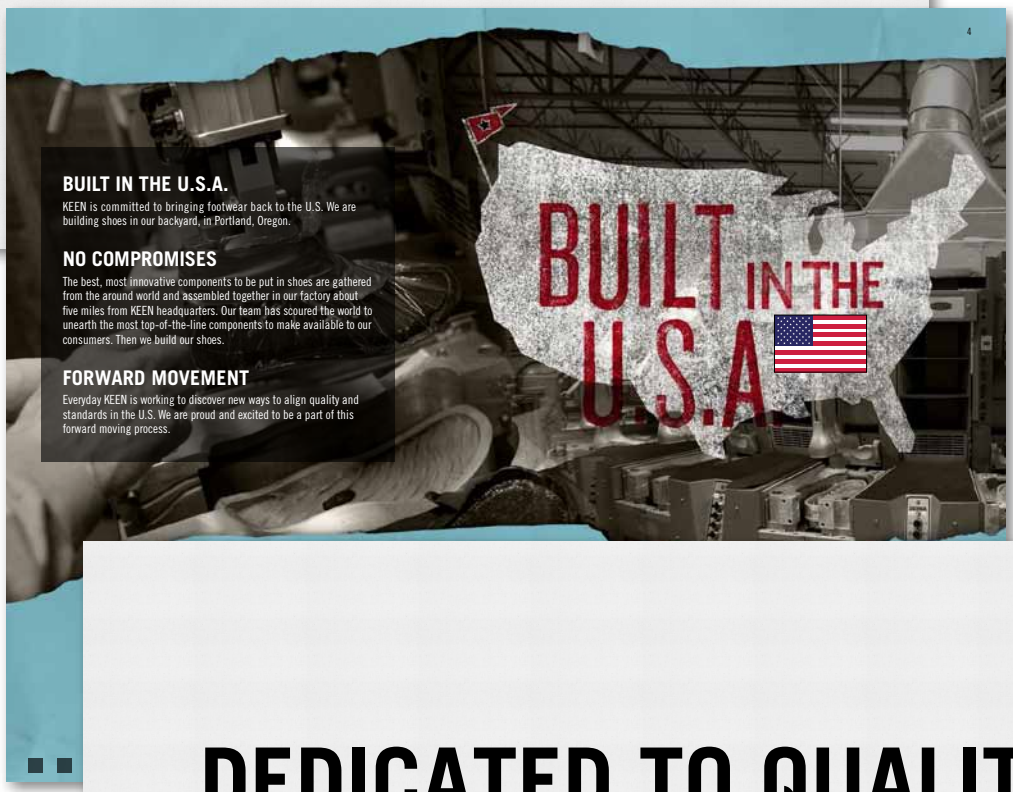
WHAT MAKES KEEN UTILITY BOOTS THE BEST BOOTS EVER?

KEEN Footwear was founded as a solution to protect toes in the outdoors (hikers, sandals and outdoor lifestyle). We realized our footwear was the most comfortable and durable out there, and that we could change the way people looked at safety work boots. KEEN Utility was created. The same comfort and unparalleled KEEN classic fit is combined with safety standards and advanced durability. Your toes won't bust out of your boots, your soles will keep you steady and you can go to work every day knowing that you won't have to think about your feet.

KEEN UTILITY BOOTS WERE FOUNDED ON PROTECTION. OUR GOAL IS TO MAKE BETTER BOOTS FOR EVERY JOB.

CONTROL FREAKS

**WE HAVE CRAZY HIGH STANDARDS. IF IT DOESN'T PASS THE TESTS, IT'S NOT LEAVING OUR DOORS.
YOU CAN COUNT ON KEEN TO DELIVER HIGH-QUALITY, DEPENDABLE PRODUCTS. SOME MAY CALL US CONTROL FREAKS. WE TAKE IT AS A COMPLIMENT.**



BUILT IN THE U.S.A.

KEEN is committed to bringing footwear back to the U.S. We are building shoes in our backyard, in Portland, Oregon.

NO COMPROMISES

The best, most innovative components to be put in shoes are gathered from the around world and assembled together in our factory about five miles from KEEN headquarters. Our team has scoured the world to unearth the most top-of-the-line components to make available to our consumers. Then we build our shoes.

FORWARD MOVEMENT

Everyday KEEN is working to discover new ways to align quality and standards in the U.S. We are proud and excited to be a part of this forward moving process.

DEDICATED TO QUALITY

**IF IT DOESN'T MEET OUR HIGH STANDARDS IT'S NOT LEAVING OUR DOORS.
YOU CAN COUNT ON KEEN TO DELIVER HIGH-QUALITY, DEPENDABLE PRODUCTS.**

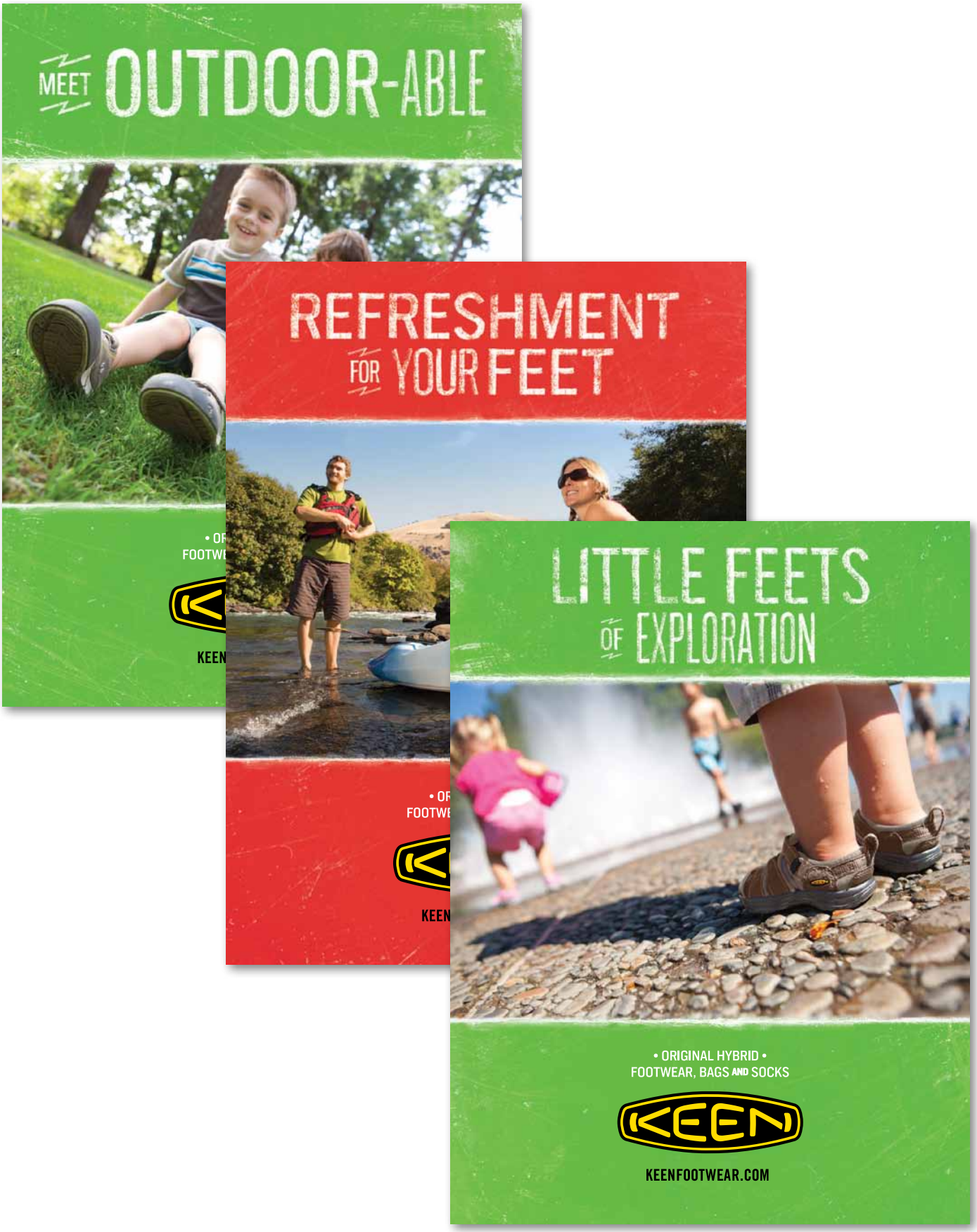
BUILT IN THE U.S.A.

KEEN



Good, KEEN fun.

When your excursion calls for more trail, a little mud and a whole 'lotta adventure.


MEET OUTDOOR-ABLE
REFRESHMENT FOR YOUR FEET
LITTLE FEETS OF EXPLORATION
• ORIGINAL HYBRID •
FOOTWEAR, BAGS AND SOCKS
KEEN
KEENFOOTWEAR.COM

HOLLER FROM THE HILLTOPS

High-rebound PU midsole

KEEN.DRY Waterproof, breathable membrane



TPU midfoot cage for added stability

Multi-directional lugs for traction

MARSHALL MID WP

HIKING AWESOMENESS

KEEN.DRY Waterproof, breathable membrane



Stability shank for enhanced support

Multi-directional lugs for traction

KOVEN WP



KEEN STARTED WITH A SIMPLE QUESTION: "CAN A SANDAL PROTECT YOUR TOES?"

The answer was **YES**, and the original hybrid sandal with toe protection was created. This slight shift in how we look at shoes resulted in our commitment to build products that allow people to explore more, go anywhere, do anything and embrace the outdoors in their own way. Throughout the years we have added to our original vision, striving to be more than a brand with great product. KEEN is committed to building a world where anything is possible and caring is the norm.

KEEN TIMELINE



2003 An unusual beginning // KEEN shows up at a winter industry trade show with a summer sandal, featuring show stopping looks and hybrid performance. The KEEN Newport sandal is launched and KEEN is born.

2004 Tsunami hits Southeast Asia. 100% of KEEN's inaugural advertising budget is diverted to disaster relief

2005 KEEN HybridLife is coined, celebrating the way people create, play and care in their KEENs



2006 Movin' on up // KEEN relocates to Portland, Oregon, from Alameda, California

2008 KEEN Socks and Bags land in stores

2010 KEEN introduces American Built product from its newly established Portland, Oregon, factory

2010 The first KEEN Garage retail store opens in Portland, Oregon



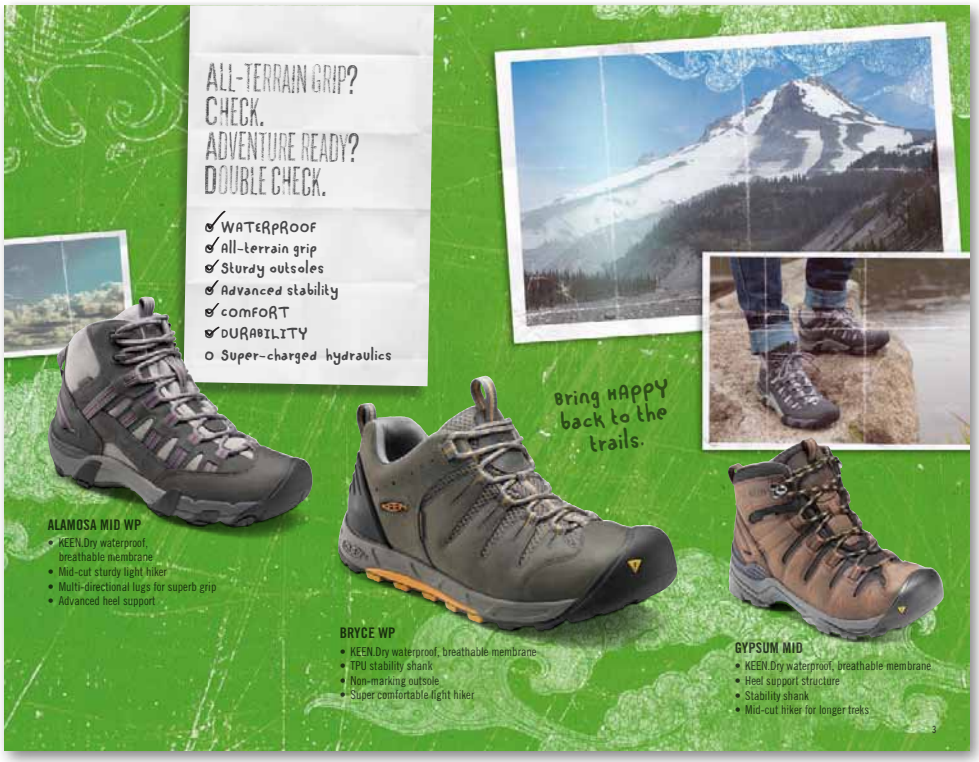
2012 KEEN renovates a historic building in downtown Portland, Oregon, sending less than one dumpster of waste to the landfill, reusing and repurposing almost all the materials from the building. Portland is established as KEEN's permanent home.

2012 The White House recognizes KEEN for manufacturing in the U.S.A.

2013 To invigorate the KEEN commitment to giving back, we put our fans at the center of the KEEN Hybrid.Care giving program with the KEEN Effect fund. (Learn more at www.keeneffect.com)

GIVE WITH PURCHASE

KEEN



SMART DESIGN INSIDE AND OUT

KEEN'S BAG COLLECTIONS WERE DESIGNED TO KEEP UP WITH YOU, WHATEVER THE WEATHER AND WHEREVER YOUR PATH TAKES YOU. FROM BACKPACKS, MESSENGERS AND TOTES THAT ALLOW YOU TO BREEZE THROUGH AIRPORT SECURITY, TO SHOULDER BAGS AND WALLETS WITH ORGANIZATION GALORE. KEEN BAGS ALLOW YOU TO TAKE ANYTHING AND GO ANYWHERE. SMART DESIGN INSIDE AND OUT.





UNIVERSAL COLLECTION New men's lifestyle collection, embodying simple and clean design that meets traditional ruck sacks and messengers.



LOOKOUT COLLECTION An innovative outdoor light hiking and family-oriented collection of bags that let you take a break just about anywhere.[1] Featuring KEEN's patent pending chair that folds down from the back panel.



HARVEST III COLLECTION KEEN's Harvest III Collection is Made in the U.S.A. and crafted from repurposed and recycled items. Pre-consumer airbags are upcycled into this one-of-a-kind product, repurposed from locally harvested resources.



ELEMENTS COLLECTION Streamlined and sophisticated. The Elements collection is a computer-compatible line packed with features such as padded and suspended laptop sleeves, recycled aluminum hardware and premium attention to detail.



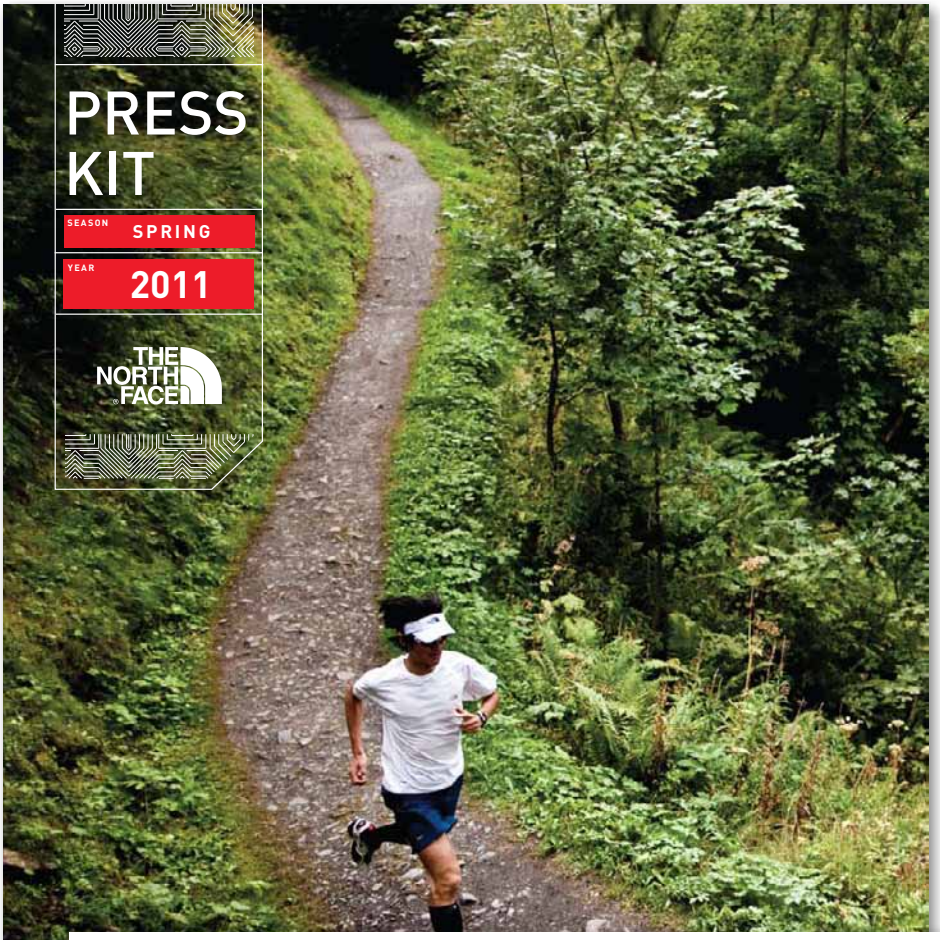
HUDSON COLLECTION Womens-specific lifestyle collection combines urban sophistication with outdoor inspiration. Shoulder and cross-body bags are packed with organizational features to assist you no matter what your journey. New colors and fabrics are offered each season.

PRESS KIT

SEASON SPRING

YEAR 2011

THE NORTH FACE





$35

Fuel Tool Belt

The essential, customizable tool for optimal performance. Includes two Fuel Tools with accessory slots for two more.
Belt: 3.5oz. Two bottles: 2.5oz.



$89

Enduro 18

The requisite, athlete-tested endurance pack featuring two 20oz water bottles and hydration sleeve.
Pack: 13.5oz. Two bottles: 5.3oz.



$50

Apres Slide

Perfect to throw on "apres-activity" or after a long day on-the-go, this athletic-influenced slide features a silicone-injected footbed design, resulting in unparalleled comfort.
M size 9 pair: 1lb.

OUTDOOR PARTICIPATION

The path starts here. We at The North Face® love the outdoors. It's where we develop character, confidence, clear minds, healthy bodies and respect for nature. We believe in sharing this passion by enabling all types of exploration—from your backyard to the Himalayan peaks. Our goal is to inspire the next generation of explorers and conservationists by helping them discover nature's playground. Adventure is everywhere. Never stop exploring.™



2010 HIGHLIGHTS INCLUDE:

PlanetExplore.com

An online community designed to help individuals and families learn about and participate in outdoor activities and events in their area.

Outdoor Nation

A two-day, youth-focused event in Central Park where 15,000+ people participated in outdoor activities, and leaders from across the country were given tools to engage in community organizing around outdoor activation.

ExploreFund.org

A grant-giving program committed to supporting nonprofit, community organizations that break down the barriers to getting youth outdoors.

Partner Funding

TNF continues to support nonprofit organizations that combat nature-deficit disorder and protect and preserve urban parks and natural places such as Children & Nature Network and American Hiking Society.

YOGA



Tracy Germain, Brazil.
Photo: Tim Kemple

Build your strength. Train your body. Focus your energy with The North Face® Tadasana Collection. Designed and tested by The North Face® athletes seeking longevity in their sport, The North Face® Tadasana collection is engineered to enhance yoga practice with high-performance fabrics, construction and design. Yoga makes you a stronger athlete.



$75

Tadasana VPR Rose Full Zip

High-stretch full zip jacket with two way zipper and hand pockets.



$65

Tadasana VPR Pant

High-elastane ShapeShifter fabric creates a flattering silhouette. Stash pocket and rotated seams.



$50

Tadasana VPR Stripe Sport Tank

Great fit and modesty paneling combine for the ultimate high-stretch yoga tank.

OUTDOOR



Alex Honnold, Coach Rotolo
Photo: Tim Kemple

Athlete tested. Expedition proven. Best-in-class outdoor gear and apparel. Designed specifically for use by our athlete team, and engineered using knowledge gained from their first-hand experience, The North Face® Summit Series represents the ultimate in achievement, both in product design and athletic accomplishment. The collection is built without compromise, and Summit Series® product—from the drawing board to final fabrication—is designed to be the strongest and lightest gear available. Our athletes depend on Summit Series product to keep them warm, dry and safe in the most punishing weather on the planet, from brutal exposure on Himalayan peaks to sodden South American jungle big walls to the bone-chilling cold of Antarctic ice fields. The end result is gear and apparel designed to withstand the planet's harshest environments. The North Face® Summit Series® collection is built for those whose goal is to Never Stop Exploring.



$199

Leonidas Jacket

Waterproof, breathable and seam sealed. Durable, performance fit jacket featuring Storm Secure system and fully adjustable hood. **M Medium: 14.11oz.**



$99

Zephyrus Vest

An instant athlete favorite, this stellar, lightweight, insulated wind vest is extremely packable and versatile for a range of conditions and activities. **W Medium: 5.64oz.**



$179

Ominous Jacket

A ruggedly durable, waterproof, breathable three-layer shell with a brightly printed tricot backer. **W Medium: 14.11oz.**



$199

Diurnal Paclite Jacket

An extremely lightweight, waterproof, breathable, seam-sealed jacket built with GORE-TEX® Paclite,® and extremely compressible for travel. **M Medium: 15.72oz.**



$65

Hayes Flare Woven

Stylish and innovative, bike-commuter-friendly woven has 3M reflective yarn spliced into the pattern for improved visibility. **M Medium: 6.8oz.**



$60

Synkros Hayes Short

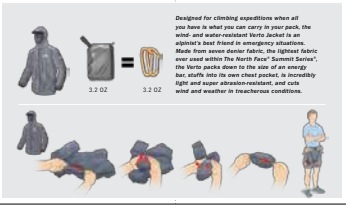
Stylish, bike-commuter-friendly short features reflective taping for added visibility; plaid version features 3M reflective yarn spliced into patterns. **M Medium: 11.7oz.**



$99

Verto Jacket

Wind- and water-resistant jacket that packs down to the size of an energy bar, stuffs into its own chest pocket, is incredibly light and super abrasion-resistant, and cuts wind and weather in treacherous conditions. **M Medium: 3.2oz.**



Designed for climbing expeditions when all you have is what you can carry in your pack, the wind- and water-resistant Verto Jacket is an alpinist's best friend in emergency situations. Made from seven denier fabric, the lightest fabric ever used within The North Face® Summit Series®, the Verto packs down to the size of an energy bar, stuffs into its own chest pocket, is incredibly light and super abrasion-resistant, and cuts wind and weather in treacherous conditions.



$99

Venture Jacket

Highly technical, best-selling rainwear piece, engineered to withstand wilderness storms and styled for everyday use. Now crafted of HyVent DT EC, a castor-oil alternative to petroleum-based materials. **M Medium: 14.11oz.**



HYVENT® DT EC

For Spring 2011, The North Face® is updating select waterproof, breathable pieces with the HyVent® DT EC by Toray membrane, a move that reflects our desire to find and use alternatives to nonrenewable resources in our manufacturing. As an alternative to the use of petroleum-derived materials, HyVent® DT EC makes use of natural castor oil from beans harvested in Africa and India, reducing the use of synthetic components in these products by 50% compared with conventional fabric membranes. HyVent® DT EC also maintains ideal waterproof, breathable performance qualities and features enhanced performance in cool to cold conditions, making the membrane ideally suited for skiing, snowboarding and other spring- and winter-weather applications.

For Spring 2011, each Venture Jacket will contain 28 g/m2 of standard coating, 50% of which will be castor oil based.



$40

Dirt Merchant

Everything we know about technical gloves applied to a comfortable, breathable, all-mountain specialist.



$30

Brakeman

A unique hybrid between all-mountain burliness and cooling, fingerless construction.



$60

Base Camp Chukka

A lightweight, packable, everyday "après-activity" shoe, built with our legendary Base Camp fabric and featuring the super-cush egg-crate footbed from our popular Base Camp Flip-Flop. **M size 9 pair: 1lb 1oz.**



$99

Switchback 15L

All-purpose juggernaut for dirt-seeking, two-wheeled adventurers. **1lb 8oz.**



$50

Base Camp Ballet

A lightweight, packable, everyday "après-activity" ballet flat featuring the super-cush egg-crate footbed from our popular Base Camp Flip-Flop. **W size 7 pair: 9.8oz.**



$90

Base Camp Boot

A super-stylish, casual and waterproof wet-weather friend, built with our legendary Base Camp fabric. **W size 7 pair: 1lb 7oz.**

SUSTAINABILITY

Sustainability is a journey at The North Face®, it is part of our DNA and brand heritage. From the products we make to the way we think and act every day, we are committed to maintaining a sustainable coexistence with the environment and our communities. As we continue to develop authentic and technically innovative products for the outdoor athlete, we believe product performance, environmental responsibility and social integrity can coexist without compromise at the highest level.

FOUR AREA STRATEGY

1 ENERGY

We have a four-step process to address our greenhouse gas emissions:

Measure: As a member of the EPA Climate Leaders program, we have been using the GHG Protocol to measure and report our carbon footprint since 2007.

Reduce: We work to directly reduce our emissions wherever possible. Our headquarters utilize highly efficient lighting and we have a one-megawatt solar panel array at our distribution center in Visalia, California. Our Canadian headquarters and Boise, Idaho retail store have both achieved LEED certification.

Invest: We invest in renewable wind energy credits through the Bonneville Environmental Foundation to offset 100% of our North American operations energy use and increase the amount of renewable energy generated for the grid.

Offset: We offset the emissions generated by our employee business travel and commute through the Conservation Fund GoZero reforestation program.

2 WASTE

The North Face® is committed to eliminating waste and inefficiencies in our operations, products and daily business activities. We believe in providing the best possible value to our consumer, therefore striving to eliminate non-value added items such as environmental waste from our product life cycle. We concentrate our efforts on those areas directly under our control including, but not limited to: energy, water, landfill, resource waste, paper, catering and packaging. The North Face® eliminated waste by 27% in 2009.

3 PRODUCT

The North Face® tackles environmental challenges with the same fervor and dedication to innovation as we have for our product performance requirements. We recognize that a significant portion of our environmental and social impacts originate during the manufacturing of our products. The North Face® became a member of bluesign® in 2008 to address these concerns. bluesign® is a leader in Environmental Health & Safety (EHS) management within the textile supply chain. We have 40 products in our Spring 2010 collection and over 200 in our Fall 2010 collection that contain bluesign®-certified materials. We are also helping to develop a product sustainability index tool as a member of the Outdoor Industry Association Eco-Working Group.

4 COMMUNITY

The North Face® is committed to caring for and giving back to the communities in which we operate. We support many conservation and educational organizations and our employees are encouraged to take advantage of our numerous volunteer programs. In addition, our strong fair labor code of conduct weaves throughout the entire business to ensure worker rights and social equity. As a supporter of The Access Fund Land Conservation Campaign, The North Face® is funding the conservation of the Rumbling Bald West Side Boulders in North Carolina.

For more information on our specific sustainability initiatives, please visit www.thenorthface.com/sustainability



Angie Bates, Ingrid Backstrom and Sonia Mercado, Hueco, Chile
Photo: Jimmy Chin



PRESS KIT



Athlete tested. Expedition proven. Best-in-class outdoor gear and apparel. Period. The North Face® Summit Series™ represents the ultimate in achievement, in both product design and athletic accomplishment. Summit Series™ products are built on a foundation of technical superiority, from research and design, to fabric and hardware selection, to integration and construction. The end result is gear and apparel designed to withstand the planet's harshest environments and proven through use on myriad quests undertaken by The North Face® athletes.

Conrad Anker, Meru, India. Photo: Jimmy Chin

//LOCKOFF JACKET

Three-layer GORE-TEX® Pro Shell, including a helmet compatible hood and pit zips for ventilation during periods of high exertion. Men's Medium: 17.9 oz. **$499**



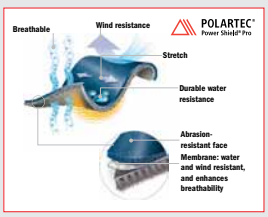
//DIEZ JACKET

800 fill, compressible down jacket crafted of Pertex® Syncro. Women's Medium: 9.7 oz. **$229**



//POLARTEC® POWER SHIELD® PRO

Virtually waterproof yet still extremely breathable, Polartec® Power Shield® Pro is the holy grail of soft shells. Featuring an extremely abrasion-resistant face for long-lasting durability, a water-repellant surface that sheds both rain and snow, and a non-restrictive fit for a full range of motion, the fabric blocks both wind and weather while still allowing enough air circulation to prevent overheating during aerobic activities. Highly water resistant and exceptionally breathable, outerwear constructed using Polartec® Power Shield® Pro—like the **Kishtwar Jacket**—is ideal for high-energy outdoor pursuits in adverse weather conditions.



//EURUS JACKET

Designed to hold its own in extreme conditions, this waterproof, breathable jacket made with Hyvent® 2-layer fabric features a performance fit, pit zips, alpine pockets and a warm, high pile fleece liner. Women's Medium: 24 oz. **$299**



//PRESTIGE JACKET

The ultimate, minimal, waterproof, breathable, seam sealed, professional-grade mountain jacket, the Prestige features pre-cinched cuffs, hood, and wind skirt, a design trait that saves precious seconds during expeditions that run on the ragged edge from start to finish. Men's Medium: 24 oz. **$379**



//VOSTOK PARKA

This abrasion-resistant, durable, warm jacket is built for protection from the elements during long days of inhospitable weather. Men's Medium: 54.3 oz. **$349**



//PATROL 35

Bomber, midsized, lightweight ski/board pack for huge days and backcountry overnighters. 3 lbs 5 oz. **$189**



//SOLAR FLARE

An 800+ down fill expedition-level bag for extreme, subzero temperatures. 4 lbs 2 oz. **$499**



//KISHTWAR JACKET

The holy grail of soft shells, the Kishtwar is designed specifically for highly-aerobic endeavors in foul weather. Constructed with new Polartec® Power Shield® Pro for unrivaled breathability during periods of high exertion, abrasion resistance in rugged terrain and durable water resistance in adverse weather conditions. Men's Medium: 21.2 oz. **$279**



//EURUS PANT

Waterproof, breathable pants made with HyVent® Alpha 3-layer fabric feature a performance fit, removable suspenders and hip-to-hem PU side zips for comfort and protection. Men's Medium: 18.3 oz. **$199**



ACTION SPORTS



The North Face® Cryptic™ collection is at the front end of a revolution that signals the arrival of a generation of hard-charging skiers and riders who redefine what's possible. Cryptic™ utilizes the most advanced technologies and progressive styling to help core riders elevate their game.

The Action Sports Fall collection is built with a host of intrinsic technical advantages and designed with a strong concentration on sustainability and stewardship of our resources. Our cold-weather outerwear and apparel continues to set the standard for mountain athletes everywhere.

Ian McIntosh, Haines, Alaska. Photo: Mark Fisher

//BIZZO JACKET

Athlete inspired, the most technical performance jacket in our Cryptic™ line delivers all-weather protection with waterproof, breathable, three-layer GORE-TEX® Performance Shell fabric. **$479**



//BIZZO PANT

Athlete inspired, the most technical performance pant in our Cryptic™ line delivers all-weather protection with waterproof, breathable, three-layer GORE-TEX® Performance Shell fabric. **$349**



//SQUIZZLE JACKET

Fully featured, but with a streamlined design, this waterproof, breathable jacket is a dream companion when charging the steep and deep. **$229**



//SOCIALIZER TRICLIMATE™

Adaptable to the weather, no matter how hard the snow is falling, the Socializer Triclimate™ can be worn alone as a shell or combined with its stylish, snap-in, insulated liner jacket for days when it's really coming down. **$279**



//CHALETTA DOWN JACKET

Down jacket with feminine seaming is a go-to on days when lightweight, weatherproof insulation is a necessity. **$379**



YOUTH



Children are born explorers, and to help encourage that passion for outdoor recreation and instill a love for the natural world at a young age, The North Face® is introducing a line of infant clothing designed to support a child's desire to Never Stop Exploring®. We're committed to delivering the same consistent performance and durability in our infant product that we've provided to grown-ups for decades, as we recognize the kids wearing our products today could well be the alpine climbers and big-mountain skiers of tomorrow. By supplying them with durable and high-performance apparel that addresses the unique needs of children, we're committed to inspiring and preparing them for a lifetime of adventure.

Photo: Corey Rich

//STAY UP INSULATED PANT

All-around winter protection built with waterproof, breathable HyVent® fabric and detachable suspenders. **$105**



//COCOLEE DOWN JACKET

An insulated lifestyle jacket with a quilted body and a shiny nylon outer. **$159**



//VOSKO TRICLIMATE™ JACKET

Multi-functional and adaptable to rapidly changing weather conditions, this three-in-one jacket features a waterproof, breathable HyVent® shell and a 300 weight fleece liner, both of which can be worn alone or combined for waterproof insulation. **$149**



//TODDLER REVERSIBLE PERRITO JACKET

Insulated with warm Heatseeker™ Aero synthetic insulation, and featuring a Durable Water Repellant finish, this hooded jacket keeps kids warm in cold weather. **$70**



//TODDLER INSULATED OUT OF BOUNDS JACKET

Waterproof, breathable, insulated jacket with a streamlined, simple, classic alpine design; perfect for making turns or making snowballs. **$79**



//ALPENGLOW BOOT

Easy on, easy off, pull-on, lightweight, flexible, water-resistant winter boot with a protective rubber shell for the most active little explorers. **$55**



YOUTH AND OUTDOOR PARTICIPATION

//TOASTY TOES BUNTING

Extra warm for winter outings, with a Heatseeker™ Aero insulated, quilted body and foldover mitts and booties for extra protection from chilly weather. **$99**



//PLUSHEE FLEECE BUNTING

Cozy, warm and comfortable, with a taffeta overlay on the chest for easy cleanup after a spill. **$70**



//BUTTERY BUNTING

Super soft and infinitely comfortable; designed to keep little ones warm in cold weather. **$60**



//OUTDOOR PARTICIPATION

PLANET EXPLORE
www.planetexplore.com

The outdoors is the DNA of The North Face®. Our goal is to inspire the next generation of enthusiasts and increase outdoor participation among people of all ages.

The North Face® creates opportunities around the globe to introduce and encourage people to explore their outdoor world in a way that is meaningful to them.

A natural extension of The North Face® position in outdoor participation is Planet Explore, a simple-yet-powerful online tool, designed to help individuals and families learn about and participate in outdoor activities and events in their area. We have teamed up with a host of like-minded partners—such as the American Hiking Society, International Mountain Biking Association, The Sierra Club and Big City Mountaineers—to deliver a calendar brimming with events.

It's up to us.
To get people outside, especially kids.
To engage them with our stories and inspire them with our passion.
To remember the spark that lit the fire in each of us.
And pass it on.
We owe it to those who came before us.
We owe it to the next generation of explorers.
It's up to all of us.
Join us.

Ryan Zellers, Red Rocks, Nevada. Photo: Corey Rich



YOUTH AND SUSTAINABILITY

//THROWBACK NUPTSE

The North Face® down-insulated classic, scaled-down for infants. **$70**



//BABY REVERSIBLE BEANIE AND MITTEN SET

Cozy hat and mittens to keep your little one toasty. **$25**



//NSE INFANT BOOTIE

Featuring easy-on, easy-off Velcro® capabilities for always-moving baby feet, warm 100 gram Heatseeker™ insulation, perfect winter footwear for the tiniest of explorers. **$30**



//SUSTAINABILITY

Sustainability is a journey at The North Face®; it is part of our DNA and brand heritage. From the products we make to the way we think and act every day, we are committed to maintaining a sustainable coexistence with the environment and our communities. As we continue to develop authentic and technically innovative products for the outdoor athlete, we believe product performance, environmental responsibility and social integrity can coexist without compromise at the highest level.

//FOUR AREA STRATEGY

1// REDUCE GREENHOUSE GASES

We have a four-step process to address our greenhouse gas emissions:

Measure: As a member of the EPA Climate Leaders program, we have been using the GHG Protocol to measure and report our carbon footprint since 2007.

Reduce: We work to directly reduce our emissions wherever possible. Our headquarters utilize highly efficient lighting and we have a one-megawatt solar panel array at our distribution center in Visalia, California. Our Canadian headquarters and Boise, Idaho retail store have both achieved LEED certification.

Invest: We invest in renewable wind energy credits through the Bonneville Environmental Foundation to offset 100% of our North American operations energy use and increase the amount of renewable energy generated for the grid.

Offset: We offset the emissions generated by our employee business travel and commute through the Conservation Fund GoZero reforestation program.

2// ELIMINATE WASTE

The North Face® is committed to eliminating waste and inefficiencies in our operations, products and daily business activities. We believe in providing the best possible value to our consumer, therefore striving to eliminate non-value added items such as environmental waste from our product life cycle. We concentrate our efforts on those areas directly under our control including, but not limited to: energy, water, landfill, resource waste, paper, catering and packaging.

3// DESIGN SUSTAINABLE PRODUCTS

The North Face® tackles environmental challenges with the same fervor and dedication to innovation as we have for our product performance requirements. We recognize that a significant portion of our environmental and social impacts originate during the manufacturing of our products. The North Face® became a member of bluesign® in 2008 to address these concerns. bluesign® is a leader in Environmental Health & Safety (EHS) management within the textile supply chain. We have 40 products in our Spring 2010 collection and over 200 in our Fall 2010 collection that contain bluesign® certified materials. We are also helping to develop a product sustainability index tool as a member of the Outdoor Industry Association Eco-Working Group.

4// ENGAGE OUR COMMUNITIES

The North Face® is committed to caring for and giving back to the communities in which we operate. We support many conservation and educational organizations and our employees are encouraged to take advantage of our numerous volunteer programs. In addition, our strong fair labor code of conduct weaves throughout the entire business to ensure worker rights and social equity.

For more information on our specific sustainability initiatives, please visit www.thenorthface.com/sustainability

FOR IMMEDIATE RELEASE

The North Face Kishtwar Jacket Awarded "Gear of the Year" by Outside
Polartec Power Shield Pro leads breathable, water resistant softshell technology

SAN LEANDRO, California—October 6, 2010—The North Face, the world's premier supplier of authentic, innovative and technically advanced outdoor apparel, equipment and footwear, and Polartec, LLC, the developer, manufacturer and marketer of Polartec performance fabrics today announce The North Face Kishtwar Jacket was awarded "Gear of the Year" by Outside magazine. The Kishtwar is crafted of ground-breaking Polartec Power Shield Pro, which delivers the best combination of weather protection and breathability ever offered in a single fabric.



"The Kishtwar just might be the ultimate soft shell. It's made with a brand-new fabric from Polartec that somehow manages to be impressively breathable but also remarkably tough, windproof, and water-resistant,'" said Sam Moulton, Buyer's Guide Editor at Outside magazine. "Add it all up and you've got a versatile soft shell for everything from backcountry skiing to cool-weather hiking."

The holy grail of softshell jackets, the Kishtwar Jacket is designed for highly aerobic endeavors in foul weather. Polartec Power Shield Pro allows a high rate of air permeability that significantly improves moisture transport compared to softshells that do not allow airflow, while offering superior water resistance. The hydrophobic, microporous, polyurethane membrane stops water from penetrating while still allowing airflow. The Kishtwar features high abrasion resistance, four-way stretch and non-restrictive fit.

"The Kishtwar is a revolutionary solution to adventurers who, until now, often had to choose between breathability and protection," said Philip Hamilton, Vice President of Product for The North Face. "Working closely with longtime partner Polartec, we were able to create a solution. We are honored the Kishtwar stood out during Outside's intensive testing process."

"Serious outdoor athletes and guides have been asking for a fabric like Polartec Power Shield Pro for years," said Nate Simmons, Global Director of Marketing for Polartec. "Recent breakthroughs in membrane technology have finally made this combination of water resistance and air permeability possible. The North Face created an all-business jacket with the Kishtwar that will answer the needs of the most demanding users."

Outside magazine's Buyer's Guide features the latest and greatest of outdoor product and gear, as the ultimate guide for outdoor enthusiasts. Outside's testing team looked at more than 50 of the best new jackets, and put a dozen through the paces on a wide variety of conditions, activity

and terrain, including a mountain climb in Iceland, a trek to Mount Everest Base Camp in Nepal, and an adventure race in Patagonia.

The North Face Kishtwar Jacket was also awarded “Gear of the Year” by National Geographic Adventure. http://on.natgeo.com/9ellZK

For more than 40 years The North Face athlete team has defined the limits of what is humanly possible, and continually works with The North Face Research Design and Development teams, creating innovative designs that push new technologies and inspire cutting-edge products.

Watch the Kishtwar in action – video: http://tnfvideo.com/video/kishtwar-jacket/
For more information on Polartec, visit www.polartec.com
For more information on The North Face, check out www.thenorthface.com
Visit Outside magazine at www.outsideonline.com

About The North Face
The North Face, a division of VF Outdoor, Inc., was founded in 1968. Headquartered in San Leandro, California, the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers. The company's products are sold in specialty mountaineering, backpacking, running, and snowsport retailers, premium-sporting goods retailers and major outdoor specialty retail chains.

About Polartec, LLC
Polartec, LLC is the developer, manufacturer and marketer of Polartec performance fabrics. Polartec products range from lightweight wicking base layers, to insulation layers, to extreme weather protection and are utilized by the best clothing brands in the world. In addition, Polartec fabrics are used extensively by all branches of the United States military including the Army, Navy, Marine Corps, Air Force, and Special Operations Forces.

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FOR IMMEDIATE RELEASE

The North Face Welcomes New Faces to Its Action Sports Team

The North Face grows its competitive snowsport team with new energy bringing revolutionary style

SAN LEANDRO, California — September 16, 2010— The North Face, the world's premier supplier of authentic, innovative and technically advanced outdoor apparel, equipment and footwear, today announced skiers Tom Wallisch, Nick Martini and Mike Riddle, and snowboarder Kaitlyn Farrington have joined its athlete team. The North Face has a team of more than 60 professional global athletes which includes snowboarders, skiers, rock climbers, mountaineers and ultrarunners.

The North Face is the original big mountain company, with a heritage steeped in snowsports, appealing to elite athletes on both the back and front sides of the mountain. The North Face is dedicated to creating collections that appeal to all snowsport communities, including park and pipe. In an effort to rejuvenate park, pipe and big mountain riding, The North Face is looking to new faces within the community to influence the next generation of snowsport athletes.

The North Face Cryptic line is the premier, most technical product on the mountain that merges style and design with advanced performance. Whether big mountain or park and pipe, athletes are the heart of design and inspiration. Wallisch, Riddle, Martini and Farrington will work closely with the company's Research, Design and Development teams to create and further develop technical product for park and pipe.

"We are thrilled to bring such strong, talented athletes onto The North Face athlete team," said Aaron Carpenter, Vice President of Marketing for The North Face. "We look forward to supporting each of them as their careers grow. Being able to bring our big mountain heritage to the competition scene will inspire young athletes to push their boundaries and discover their upmost potential."

Skier Tom Wallisch took first place at the inaugural 2010 European X Games and first place in Slopestyle at the Dew Tour Snowbasin. Wallisch was ranked as the top slopestyle skier in the world by the Association of Freesking Professionals in 2009. That same year he also took first place at the Simon Dumont Cup, in Slopestyle at the Dew Tour Lake Tahoe, as well as second place at the European Open and Jon Olsson Super Sessions. Wallisch can also be seen on FUEL-TV and starred in MTV2's Dew Tour Reality Show in 2009.

Skier Mike Riddle is a member of the Canadian National Halfpipe Team. He took first place in the Superpipe at the Dew Tour Breckenridge in 2009 and competed in the 2010 X Games in Superpipe and High Air, taking fourth in both. Riddle is very involved in pushing for the Ski Superpipe to gain inclusion in the 2014 Olympic Games.

While an injury kept him off the mountain during the 2009-2010 season, skier Nick Martini can be seen in Poorboyz's *Revolver* (2010) and Stept Productions' *Network* (2010) as well as 2009's *Can't Stop* by Ride The Planets. In 2009 he was named the Dew Tour Ball Park Alpha Dawgs Award Winner, awarded

to top Dew Tour athletes age 18 or younger. He took first place in the Slopestyle at the Waterville Valley J5 Jam, and second place at the Loon Mountain March Mayhem, Slopestyle.

The newest snowboarder to join The North Face, Kaitlyn Farrington is no stranger to the podium. She won the 2010 Winter Dew Tour Overall Championship and first place in the Halfpipe. Farrington also took first place in the inaugural European X Games in early 2010, as well as a second place finish in the Halfpipe at the Burton US Open Snowboarding Championships. She was recently named to the 2010-2011 US Snowboard Pro Team.

“It’s very exciting to be working with such a cool company and having the ability to produce the products we want and need is just awesome,” said Wallisch. “I’m really excited to have The North Face involved in our aspect of the sport. They always strive to produce the best gear for any sport and circumstance.”

For the past decade The North Face has supported and aligned film projects by companies such as Teton Gravity Research, Matchstick, Alterna, Bluebird, Standard and Absinthe.

The North Face is committed to creating platforms for skiers and snowboarders by supporting big mountain sports around the world. These include The North Face European Ski Challenge, The North Face South American Freeskiing World Championship, The Masters of Snowboarding and the Subaru Freeskiing World Tour.

For more than 40 years The North Face has teamed up with the world's finest mountaineers, alpinists, climbers, skiers, snowboarders and endurance adventurers who have defined the limits of what is humanly possible. The North Face Athlete team works closely with Research, Design & Development, creating innovative designs that push new technologies and inspire cutting-edge products.

For more information on The North Face athlete team, check out www.thenorthface.com

About The North Face®
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FOR IMMEDIATE RELEASE

Daniel Woods Makes First Ascent of *The Game* (V16)

The North Face global climbing team athlete sends what may the hardest boulder problem in the world

SAN LEANDRO, California — February 16, 2010 — The North Face, the world's premier supplier of authentic, innovative and technically advanced outdoor apparel, equipment and footwear, today announced global team athlete Daniel Woods did the first ascent of a longstanding elusive boulder problem on Wednesday, February 10, 2010, in Boulder Canyon, Colorado. Calling it *The Game*, and grading it a whopping V16, the first of such grades for the U.S., makes it possibly the world's hardest boulder problem.



Daniel Woods on *The Game* (V16). ©Rob Frost

For the past two years, Woods has been working on this boulder problem on and off between travels, which has been tried for more than a decade by some of the world's top climbers including Dave Graham, Tony Lamiche and Paul Robinson, as well as hard-bodied Colorado locals.

"Everybody has been trying this boulder problem and no one could send it," said fellow The North Face global team climber Cedar Wright, and witness to the first ascent. "Then, Daniel comes along and just crushes it! Watching Daniel climb is about as close as I've come to witnessing the defiance of gravity."

Woods, who feels *The Game* merits a V16 rating because he believes it is another level compared to other climbs he has done. Before tackling the problem, Woods returned from a trip to Hueco Tanks, Texas, where he repeated *Terremer* (V15), considered one of the hardest boulder problems in the world. Woods felt *The Game* was a step above *Terremer,* and slapped it with a V16.

"V16 is only a number. The more important thing is the progression it meant to myself in my climbing," said Woods. "It's cool to feel like I have established a climb that is pushing the limits for the sport of bouldering. Time will tell how hard it [*The Game*] actually is, but for now I feel like it is a new level boulder problem."

The Game, which starts in the far back of a cave, is a nearly horizontal roof with extremely glassy, slopey holds. It features huge arm-span moves and involves eight hard movements out of an obvious roof. On the freezing cold day, with snow and ice surrounding the shaded boulder, Woods warmed-up on the middle moves, ripping a key crimp off the roof, resulting in a powerful fall. Now that the crimp had broken, Woods reformulated the sequence, involving a bigger move to a better hold, but a harder swing out. He made the first ascent that same day.

"The holds take the same path and the climbing is more physical, so in the end it turned out to be perfect. I feel *The Game* became an even better climb after the hold broke," said Woods. "This definitely was a mental and physical war for me. Now I want to find something harder."

Three days later, Woods won the American Bouldering Series National Championships in Alexandria, Virginia.

For more than 40 years The North Face has teamed up with the world's finest mountaineers, alpinists, climbers, skiers, snowboarders and endurance adventurers who have defined the limits of what is humanly possible. The

North Face Athlete team works closely with Research, Design & Development, creating innovative designs that push new technologies and inspire cutting-edge products.

For more information on The North Face climber Daniel Woods, and The North Face athlete team, check out www.thenorthface.com

Want to get involved and start climbing? Check PlanetExplore for events and climbing activities close to home. www.planetexplore.com

Interested in the grading of boulder problems? Check out Rockfax at http://www.rockfax.com/publications/bgrades.html

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FOR IMMEDIATE RELEASE

The North Face Unveils New Infant and Toddler Collection for the Littlest Explorers
Creative technology and kid-friendly design round-out The North Face Youth assortment

SAN LEANDRO, California—January 13, 2010—The North Face, the world's premier supplier of authentic, innovative and technically advanced outdoor apparel, equipment and footwear, today announced its new Youth collection for Fall 2010. Continuing to build upon its commitment to deliver outdoor product to enable all generations to get outside, The North Face unveils a youth collection that includes toddler and infant specific apparel that enables parents to share the outdoors with their children.



The North Face has been producing youth product since the late 1970s and invigorated the collection in 1998. To complement its award-winning youth collection, the toddler category features insulated weather protection, snow bibs, fleeces and down jackets, many reversible and multi-use. The assortment offers three scrumptious buntings, the Insulated Toasty Toes Bunting, Buttery Bunting and Plushee Fleece Bunting as well as a down jacket, reversible insulated jacket and fleece options.

"We worked closely with the parents on our athlete team to identify details that will make it easier for families to enjoy the outdoors together," said Philip Hamilton, Vice President of Product for The North Face. "We use the same technology and textiles found on The North Face adult product to create a youth collection that is essential to outdoor activity. There is no compromise on fabric, performance or innovation when addressing our youngest consumers."

The North Face EZ Grow technology, found throughout the entire Youth Collection, allows parents to extend the length and life of the company's snow pants. Turned inside-out, a red seam may be removed, extending the cuffs two inches. Kid friendly zippers, designed for little fingers and kids on the go, make bundling up easy, thanks to a unique design that allows the zipper to be inserted vertically, as usual, or at an angle or rotated position.

The outdoors is the DNA of The North Face, with the goal to inspire the next generation of enthusiasts and increase outdoor participation among people of all ages. The North Face creates opportunities around the globe to introduce and encourage people to explore their outdoor world in a way that is meaningful to them.

"Kids are the future of the outdoors, and it is essential that we provide them the product and opportunity to embrace the outdoors," said Aaron Carpenter, Vice President of Marketing for The North Face. "The North Face is dedicated to fueling passion for the outdoors and encouraging appreciation of outdoor activities among individuals of all ages and abilities, especially youth."

For more information on The North Face, check out www.thenorthface.com.

FOR IMMEDIATE RELEASE

The North Face Animagi Jacket Wins Coveted Gear Award

Gear Junkie *awards The North Face Animagi Jacket prestigious honor*

SAN LEANDRO, California—January 4, 2010— The North Face, the world's premier supplier of authentic, innovative and technically advanced outdoor apparel, equipment and footwear, today announced The North Face Animagi Jacket has been awarded the prestigious *Top Ten Gear Pick* by *Gear Junkie*. The Animagi, an ultralight insulated full-zip jacket, is new for Fall 2009 and has taken the outerwear industry by storm. The *Gear Junkie Top Ten Gear Picks* debuted in 2003, annually naming the best ten products of the respective year out of hundreds of products tested and reviewed.



"The Animagi has become the must-have product from The North Face for anyone being active," said Liz Braund, Performance Product Director for The North Face. "We are honored to be awarded this recognition from *Gear Junkie.* This is a great tribute to the jacket's technologies and high demand."

The North Face Animagi is the first insulated performance jacket from the company designed specifically for extended high-aerobic activity in dry, cold weather. The Primaloft Eco 40g insulated body is complemented with stretch, breathable panels on the torso sides and sleeves for body-mapped thermal protection and extreme ease of movement and comfort. The silhouette features thumb loops, hand pockets, reflective logos, a drop-tail hem and UPF 30

"The unique design of the Animagi Jacket was a winner during my nightly neighborhood training runs to longer endurance fests where I ran for two hours or more in the cold," said Stephen Regenold, *Gear Junkie* editor and founder. "It works for winter running where many other tops fail. It breathes where it needs to. It insulates the core."

The North Face Ultrarunning Athlete Team worked closely with the company's Research, Design & Development team to create and perfect the ultralight Animagi. Wanting a piece that was warm but allowed for breathability and range of motion, the Animagi was born. The Animagi has performed worldwide in China, Japan, Europe, Canada, South America, the United States, the Himalaya region and more.

For more than 40 years The North Face athlete team has defined the limits of what is humanly possible, and continually works with RD&D, creating innovative designs that push new technologies and inspire cutting-edge products.

For more information on The North Face Animagi check out www.thenorthface.com
Read *Gear Junkie's* review at http://gearjunkie.com/years-best-gear

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