



Timberland Quarterly CSR Reporting: Q1 2008

CSR Strategic Pillar #4: Service



1. Become carbon neutral
[energy].



3. Fair, safe and non-
discriminatory *workplaces*
wherever Timberland
products are made.



2. Design recyclable *product*.




4. 2008-2009 *service*
campaign: Community
Greening

How to Read Timberland's Quarterly CSR Dashboard Detail Pages

Data Qualifier: A detailed description of each indicator. How was this data captured. What does it represent? Is it an annual metric, a quarterly snapshot or a 12-month rolling metric? Do we have plans to refine/change this metric in the future?

This section provides background information on the metric.

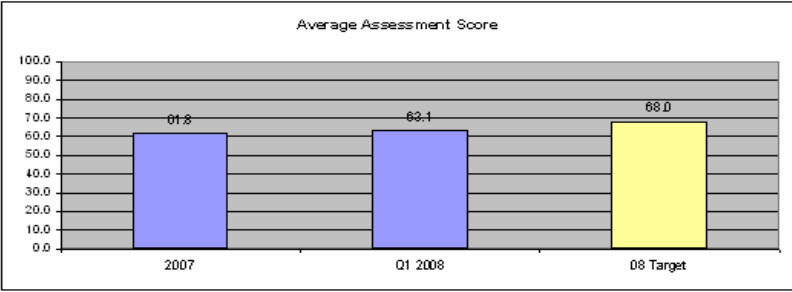


Average Assessment Score

Year	Average Assessment Score
2007	61.8
Q1 2008	63.1
08 Target	68.0

Data Qualifier: Overall average Code of Conduct score for all active factories as of end of reporting period based on last assessment ("Current Profile"). Includes all TBL business units.

For background on Timberland's assessment process, please see our 2006 CSR report at: www.timberland.com/csreport



Context: 2008 Target for overall average Code of Conduct Assessment Score is 68. We expect continued business partners to improve their score year over year (see Progress metric), which should drive an increase in overall score year over year. However, this metric is also dependent upon supply chain's selection of new suppliers (see Initial Assessment metric).

Analysis: Current Profile at end of Q1 improved from 2007 Year End due to 83% of the continued business partners assessed in Q1 showing improvement and the introduction of 6 new suppliers scoring above 70. The introduction of eight (8) new suppliers scoring below 60 and two (2) continued business partners with decreased scores prevented further advancement in overall average score (see Progress metric and Initial Assessment metric).

The graphs display trend data and future targets.

Context: Puts this metric in context of Timberland's overall CSR and corporate strategy. How does it fit? How does it progress our mission? Why do we measure this? What value do we get from this metric?

Analysis: What do the results say? Are we tracking to the annual target? What actions has this result catalyzed? How is this result compared to historical data? If we see bad results, what are we doing to correct this? If we see good results, how will we sustain this momentum?

Company: Q1 2008 Results



CSR Strategic Pillar #4: Service

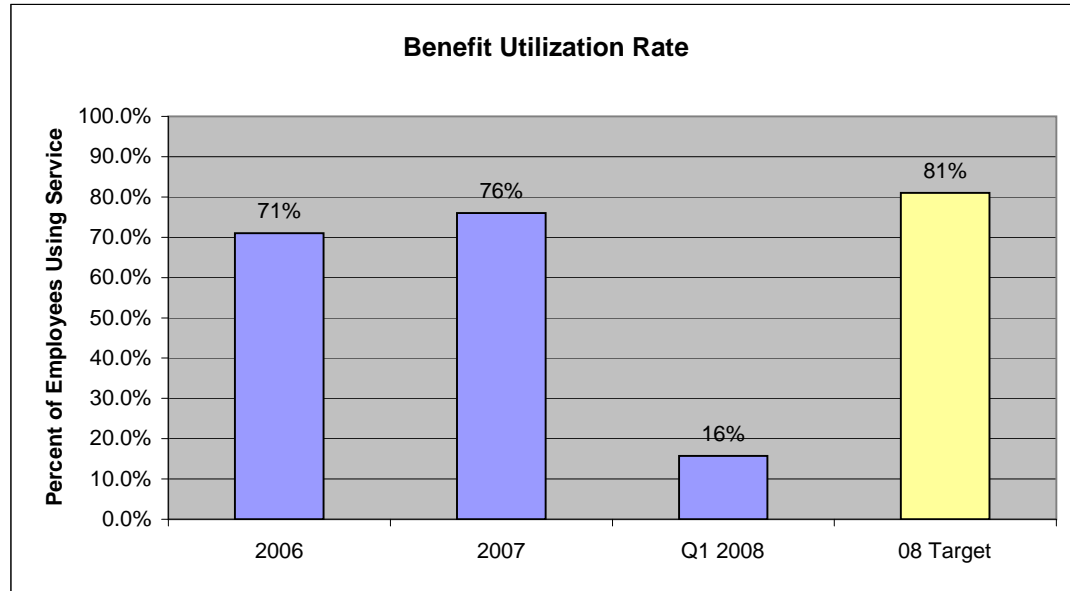
Metric: Benefit Utilization Rate (BUR)

Q1 Data

Full Time Employees	4651
Part Time Employees	635
Total Employees	5286
Employees Using At Least One Hour of Service	833
Benefit Utilization Rate	16%

Year	BUR
2006	71%
2007	76%
Q1 2008	16%
08 Target	81%

Data Qualifier: Benefit Utilization Rate reflects the percentage of employees worldwide who report using at least one community service hour per year.



Context

We believe that if employees use the Path of Service benefit once, they will use it again. We track BUR to measure our reach and effectiveness at engaging employees in service.

All service metrics are based on reported service hours. To report hours, employees must enter the payroll system and self-report their community service time. While we know our year end numbers are under-reported since not all employees report their hours, we currently have no way of estimating how many hours are left unreported each year.

Employees do not serve consistently throughout the year. Our two global pillar service events are Earth Day in April (Q2) and Serv-a-palooza in September (Q3). These two events represent the bulk of our global service activity.

Analysis

Q1 is not a peak time for employee service. While we don't have a Q107 BUR measure for comparison, a 16% BUR for Q108 does not reflect on our ability to achieve our goal of 81% by year end.



CSR Strategic Pillar #4: Service

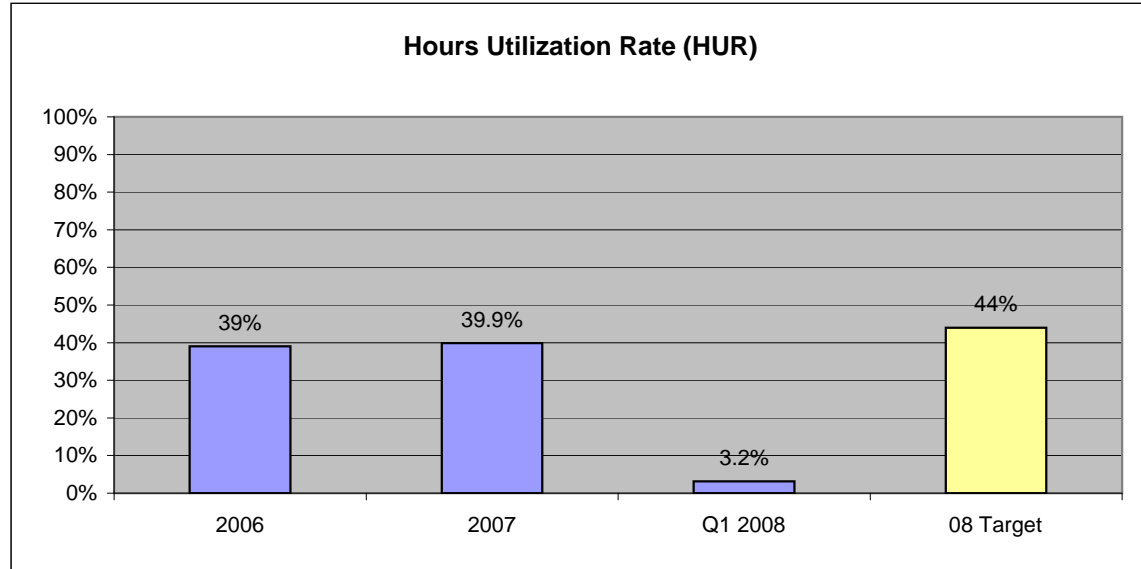
Metric: Hours Utilization Rate (HUR)

Q1 Data

Available Hours under Path of Service	198,740
Hours Used for Community Service	6,308
Hours Utilization Rate	3.2%

Year	HUR
2006	39%
2007	39.9%
Q1 2008	3.2%
08 Target	44%

Data Qualifier: Hours Utilization Rate reflects the percentage of available service hours used each year. To calculate HUR we divide the number of service hours employees report using by the number of all available service hours for the year.



Context

All service metrics are based on reported service hours. To report hours, employees must enter the payroll system and self-report their community service time. While we know our year end numbers are under-reported since not all employees report their hours, we currently have no way of estimating how many hours are left unreported each year.

Employees do not serve consistently throughout the year. Our two global pillar service events are Earth Day in April (Q2) and Serv-a-palooza in September (Q3). These two events represent the bulk of our global service activity.

The total number Timberland employees worldwide for Q1 is 5,271 which reflects a 3.7% decrease from 2007. To achieve our goal of 44% HUR for 2008 we expect to continue last year's trend of having fewer employees serve more hours. Increased service hours will result from the Global Stewards providing additional service opportunities for employees.

Analysis

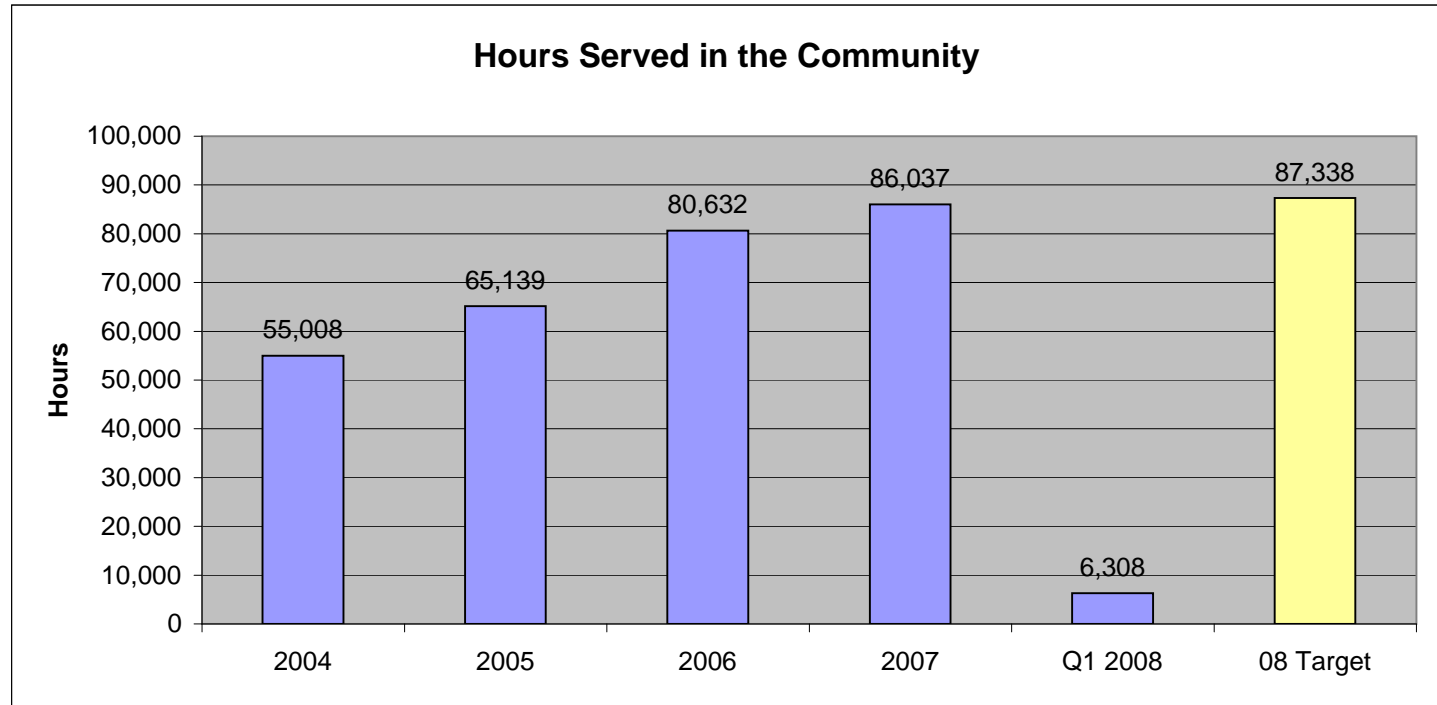
Q1 is not a peak time for employee service. While we don't have a Q107 HUR measure for comparison, a 3.2% HUR for Q108 does not reflect on our ability to achieve our goal of 44% by year end.

CSR Strategic Pillar #4: Service

Metric: Community Service Hours

Year	Hours
2004	55,008
2005	65,139
2006	80,632
2007	86,037
Q1 2008	6,308
08 Target	87,338

Data Qualifier: Hours served reflects the total number of community service hours reported by employees.



Context

All service metrics are based on reported service hours. To report hours, employees must enter the payroll system and self-report their community service time. While we know our year end numbers are under-reported since not all employees report their hours, we currently have no way of estimating how many hours are left unreported each year.

Employees do not serve consistently throughout the year. Our two global pillar service events are Earth Day in April (Q2) and Serv-a-palooza in September (Q3). These two events represent the bulk of our global service activity. Our goal of 87,338 Hours Served in 2008 is consistent with our goal of a 4% increase in HUR for 2008.

Analysis

Q1 is not a peak time for employee service. While we don't have a Q107 Hours Served measure for comparison, the 6,308 Hours Served in Q108 do not reflect on our ability to achieve our goal of 87,338 hours by year end.