



Roots Announces Organizational Changes

TORONTO, November 1, 2018 – [Roots](#) (“Roots,” “Roots Canada” or the “Company”) (TSX: ROOT) announced today that Priscilla Shum, Chief Merchandising Officer, will be leaving the Company and that James Connell, Vice President, e-Commerce and Marketing, has been promoted to Chief e-Commerce and Customer Experience Officer.

“Since joining Roots in 2016, Priscilla has helped evolve our merchandising department into a better and more efficient operation,” said Jim Gabel, President and Chief Executive Officer of Roots. “In particular, she has played an important role in our company-wide United Brand Range initiative, which better positions us for long-term growth. She has built an incredibly talented team of professionals who are deeply immersed in the brand, and will continue to successfully execute against our global product vision. I would like to thank Priscilla for all of her contributions and wish her great success.”

Ms. Shum will remain in her role through to February 4, 2019. The Company has commenced a formal search for a new Chief Merchandising Officer.

James Connell, Vice President, e-Commerce and Marketing, has been promoted to Chief e-Commerce and Customer Experience Officer. Under this newly created role, in addition to continuing to lead the Company’s global e-Commerce business, Mr. Connell is responsible for amplifying customer experience at Roots, both in-store and across digital platforms, with a focus on new store formats, technology innovation and engaging consumer experiences. With Mr. Connell’s transition to his new role, Karen Zuccala has joined Roots as Vice President, Marketing where she will report to Mr. Gabel and lead all of the Company’s marketing and brand storytelling, globally.

Mr. Gabel continued: “Throughout our 45-year history, we have always worked to create experiences that enable our consumers to engage with the distinct character and heritage of Roots, and we believe that those efforts have been key to our success. We want to make sure we maintain a sharp focus on what has been an important differentiator for the brand, especially as we continue to grow as a seamless omni-channel retailer. James is a longstanding brand steward for Roots with a deep appreciation of our customers. We are confident that through his proven creative vision we will deliver richer experiences and greater customer engagement in our stores and online. Further, we are excited to welcome Karen to the team, and look forward to benefitting from her extensive experience in building brands at a national and global scale.”

Ms. Zuccala has more than 18 years of strategic, client, agency and creative experience in the sport and fashion industries, at both a national and global level. She has joined Roots from Nike, where she was the Brand Marketing Director – Brand Experiences managing a US and Canadian portfolio. Prior to that, she held various domestic and international marketing roles at the adidas Group, and also led the global go-to-market strategy for Diesel at the company headquarters in Italy. She received her Honours Bachelor of Kinesiology and Business from McMaster University and the University of Leeds in the U.K. and holds a Master’s degree in Sport Management from the University of Windsor.

About Roots

Established in 1973, Roots is an iconic lifestyle brand with a rich Canadian heritage and portfolio of premium apparel, leather goods, accessories and footwear. Roots delivers products to customers through its store network, online platform and international partnerships. As of August 4, 2018, Roots integrated omni-channel footprint included 117 company retail stores in Canada, five company retail stores in the United States, 112 partner-operated stores in Taiwan, 27 partner-operated stores in China and a global e-commerce platform. Roots Corporation is a Canadian corporation doing business as “Roots” and “Roots Canada”.

Forward-Looking Information

Certain information in this press release contains forward-looking information. This information is based on management’s reasonable assumptions and beliefs in light of the information currently available to us and are made as of the date of this press release. Actual results and the timing of events may differ materially from those anticipated in the forward-looking information as a result of various factors. Information regarding our expectations of future results, performance, achievements, prospects or opportunities or the markets in which we operate is forward-looking information. Statements containing forward-looking information are not facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances. Many factors could cause our actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements.

See “Forward-Looking Information” and “Risk Factors” in the Company’s Annual Information Form for the fiscal year ended February 3, 2018 for a discussion of the uncertainties, risks and assumptions associated with these statements. Readers are urged to consider the uncertainties, risks and assumptions carefully in evaluating the forward-looking information and are cautioned not to place undue reliance on such information. We have no intention and undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities law.

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