



Roots Provides COVID-19 Business Update

TORONTO, March 17, 2020 – [Roots](#) (“Roots,” “Roots Canada” or the “Company”) (TSX: ROOT), today announced that in response to the evolving situation surrounding COVID-19, the Company has decided to close all of its retail stores. The closures will commence on March 18, 2020 and are expected to end in the majority of locations on March 31, 2020, at which time Roots will reevaluate based on the current circumstances.

As the environment is changing rapidly, Roots will continue to follow government direction, and remains committed to considering all relevant factors when making decisions that affect its team, the company and customers. Following recent government communication, including U.S. federal and provincial communication in Ontario, Alberta, and British Columbia, strongly urging people to avoid discretionary shopping trips and social gatherings of more than 10 people, including prohibiting organized public events for over 50 people, as well as the ongoing requests for people to continue to practice social distancing, Roots is closing all of its retail stores.

While Roots is closing retail locations, customers can still find their favourite products on [roots.com](#). As Roots continues to operate its eCommerce business, the Company is following strict government guidelines, including practicing safe working distances and adhering to additional cleaning protocols.

About Roots

Established in 1973, Roots is a premium outdoor-lifestyle brand. We unite the best of cabin and city through unmistakable style built with uncompromising comfort and quality. We offer a broad range of products designed for life’s everyday adventures, including: women’s and men’s apparel, leather goods, footwear, accessories, and kids, toddler and baby apparel. Starting from a little cabin in Algonquin Park, Canada, Roots has grown to become a global brand. As at November 2, 2019, we had 115 corporate-retail stores in Canada, seven corporate-retail stores in the United States, 114 partner-operated stores in Taiwan, 35 partner-operated stores in China, one partner-operated store in Hong Kong and a global eCommerce platform, [roots.com](#), 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 current Annual Information Form 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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FOR FURTHER INFORMATION PLEASE CONTACT:

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