

“Individually, we are one drop.  
Together, we are an ocean.” - Ryunosuke Satoro



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**FOR IMMEDIATE RELEASE**

**UNITED PLANET ANNOUNCES OPENING OF LAUNDROMAT TO BENEFIT**

**BATTERED WOMEN OF GUATEMALA**

Boston, MA, March 31, 2008 -- United Planet (UP) is proud to announce the opening of Lavandería Planeta Unido, the Micro-Empowerment Laundromat Project in Quetzaltenango, Guatemala.

Based in Guatemala's second-largest southwestern city, the laundromat was specifically designed to provide Nuevos Horizontes, a local shelter for battered women, with an additional source of income while offering the women the training needed to foster self-reliance and independence.

“For most of the women at this shelter, financial independence and freedom is unimaginable,” said David Santulli, founder and executive director of United Planet. “Although the opening of a new laundromat may sound trivial for those of us who live here in the U.S., it is an exciting and life-changing opportunity for these women to make a living and build much needed self-esteem.”

After more than a year of planning, Lavandería Planeta Unido will provide laundry service for the people in Quetzaltenango. In the coming months, the center plans to provide clothing alteration and photocopying services to local residents. Lavandería Planeta Unido is located on Calle 9-38 Zona 1, Quetzaltenango.

“I am so thrilled to have been a part of this very special project,” said Ana Colmenero, UP project manager. “From the moment these women enter the shelter, they are helpless and in shock. They lack self-confidence and many of them end up going back to their abusive husbands or partners. By giving these women a place to work, provide for themselves and their children, and help others, we are giving them the best weapon to find a better way of life and tool to stop the vicious cycle of abuse,” added Colmenero.

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According to Alida Adams, a UP volunteer who worked closely with Colmenero in setting up the laundromat, the laundromat has helped the shelter’s women change from passive bystanders into active participants. “I saw these women become eager to take charge of the business and make it as successful as possible,” said Adams.

The Micro-Empowerment Laundromat Project was generously funded by The Timberland Company and monies from private donors. "As a global company, we believe in our ability -- and our responsibility -- to improve the communities where we live and work," explained Gordon Peterson, Timberland's Vice President of Corporate Social Responsibility. "We are so pleased to have been a part of this important project, helping to create a positive, sustainable impact in the lives of the women of Nuevos Horizontes."

**United Planet is a leading international, educational, humanitarian and peace-building non-profit organization with members and volunteers in over 150 countries devoted to fostering cross-cultural understanding and friendship and supporting communities in need in order to unite the world in a community beyond borders.**

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(r), Timberland PRO(r), SmartWool(r), Timberland Boot Company(tm), Miön(r), GoLite(r), Howies(r) and IPATH(r) 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(r) 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](http://www.timberland.com).

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