Roots Lights Up Holiday Shopping with an Immersive Digital Gift Guide

Watch* Northern Light*, a magical holiday catalogue inspired by Canadian Winter, on RootsNorthernLight.com

TORONTO, ON, November 24, 2017— Roots ("Roots," "Roots Canada" or the "Company") (TSX: ROOT), an iconic Canadian lifestyle brand, kicked off Holiday 2017 with ***Northern Light***, an immersive holiday gift guide for the digital age. The video created from the event merges fashion, live musical performances, art, technology and e-commerce into one awe-inspiring showcase of the top holiday gift ideas from Roots. The interactive video catalogue will debut at RootsNorthernLight.com alongside the season's hottest items to form a digital holiday shopping hub.

"As part of our commitment to the Canadian arts and culture industry, we worked with a talented community of Canadian musicians and artists to create an immersive product-focused presentation that merged Roots fashion, leather bags and footwear, with light and sound," says James Connell, VP e-commerce and Marketing, Roots. "More than 600 guests witnessed the live display, which was produced by more than 200 artists, creators, technicians and models, resulting in a magnificent interactive holiday catalogue, and a highly unique shopping experience."

Roots consumers in Canada, the US, Taiwan and beyond, got a front row seat to ***Northern Light*** by viewing the Facebook Live stream which reached over 170,000 viewers worldwide (facebook.com/roots or RootsNorthernLight.com). More than 1 million people were reached through the Roots Canada Facebook event and a total of more than 8 million digital impressions were earned.

Live and virtual models showcased the Roots Holiday 2017 collection set against screens made up of more than 16 million pixels, thus immersing the audience in a virtual runway show inspired by Canada's majestic landscapes. ***Northern Light*** premiered an evocative original musical score by classically-trained violinist Andrew Forde with vocals by emerging pop artist Ryland James. The evening's soundtrack is available on applemusic.com/RootsCanada.

By watching the ***Northern Light*** video at RootsNorthernLight.com in HD, at-home viewers can participate in a new retail experience in pilot phase. Just like guests at the live event, viewers of the video can use the 'Roots Live' app (available in the iOS app store and Android on Google Play) developed by Soundpays, and scan the runway to have the seasons' most coveted items conveniently placed into their shopping carts. The mobile app harnesses ultrasonic sound wave technology on the HD version of the video to create a new commerce channel: one where users can instantly purchase products on their mobile device by detecting sound. After all their selections are made, customers can easily and securely check out using Masterpass by Mastercard. Of the 600 guests in attendance at the ***Northern Light*** event, more than half downloaded the 'Roots Live' app to view and shop the collection on their digital device.

"Roots embraces the power of connecting consumers around the world through the use of digital technologies to innovate in the areas of commerce, design, marketing, and entertainment. By using social media and other digital technologies we enable our consumers to browse our product catalogue at their

leisure before their store visit, or shop roots.com and have their gifts conveniently shipped to more than 65 countries around the world," adds Connell.

Northern Light marquee sponsor Royal Bank of Canada ("RBC") alongside Roots is excited to provide additional value to Canadians this holiday season through an exclusive offer. As of December 4, RBC clients can load an offer at rbc.com/offers to activate 4x the RBC Rewards points when they make a purchase with an eligible RBC Rewards credit card at a Roots store in Canada or online at roots.com.

About Roots

Established in 1973, Roots is an iconic Canadian lifestyle brand with a rich 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 July 29, 2017, Roots integrated omni-channel footprint included 116 company retail stores in Canada, 4 company retail stores in the United States, 109 partner-operated stores in Taiwan, 27 partner-operated stores in China and a global e-commerce platform that shipped to 54 countries during Roots most recently completed fiscal year. Roots Corporation is a Canadian corporation doing business as "Roots" and "Roots Canada".

##

For more information about Roots 2017 ***Northern Light*** Holiday Collection, to request visuals and to book interviews, please contact:

Erin Richards
Hype PR
erin@HypePR.ca

Elyse Goody
Manager of PR, Roots
egoody@roots.com

Social Media: RootsNorthernLight.com; Facebook – facebook.com/roots; Instagram – @RootsCanada; Twitter – @RootsCanada
Hashtag: #NorthernLight

Source: Roots Corporation