

FALKE

PUBLIC RELATIONS

FALKE draws clear consequences and disassociates from the MULESING methods by the Australian wool industry

FALKE Group boycotts Mulesing methods by Australian wool suppliers

Schmallenberg, February 25, 2008 – The FALKE Group stops purchasing merino wool from Australian wool growers who apply the Mulesing method to prevent blowfly infestation on merino sheep. The international fashion company with its head office in Germany (Schmallenberg) therefore draws consequences according to its ethics codex. Mulesing (mutilation) is a treatment applied by the Australian farmers in which skin is removed without anaesthetization causing the merino sheep considerably painful wounds.

This is the official statement of the FALKE KGaA:

„We are taking the problem of Mulesing and the current coverage very seriously particularly as the company FALKE principally distances itself from hurtful or improper methods of animal husbandry. These methods clearly conflict with our ethic position. The FALKE Group stands for responsible products with highest quality standards. This comprises both the origin and the production which predominantly takes place at the local site in Schmallenberg. We set great value on high-quality materials to which also merino wool as one of the finest types of wool belongs.

We do not purchase our materials as fibre material but as yarns already spun from wool and wool blends. Our suppliers are European yarn providers with excellent reputations who work in accordance with highest quality standards. The materials are mainly purchased from European wool merchants who use several types of wool from different countries of origin. The acquisition of Australian merino wool can not be completely ruled out here.

FALKE

PUBLIC RELATIONS

Based on this reason we do currently hold talks with all suppliers and verify the origin of each merino wool as well as possible alternatives with consistent quality standards. This processing still will take some time but it provides the basis for our clear commitment „to co-operate only with suppliers in the future who can guarantee mulesing-free merino wool“.

Finally it must be said that an agreement between the National Retail Federation (NRF) and the Australian Wool Industry exists since 2005 which containing that Mulesing will be replaced by animal friendly methods until 2010. We consider this timeframe definitely too long. We want to set a clear sign with our boycott against Mulesing following on the one hand the ethic responsibility for our customers and the ethics codex of FALKE and on the other hand with the promise to continue offering our customers equally top-quality products. Since we know however that a mere shift of the purchase alone does not solve the problem of Mulesing we will additionally assign a special committee which will discuss long-term target-aimed action programs and alternative solutions which should support the animal protection and the wool industry. Please contact us for further information.

Press contact:

FALKE Public Relations, Kerstin Rehbein, Oststraße 5, D-57392 Schmallenberg,

Tel.: 02972-799.460, Fax: 02972-799.490, E-Mail: kerstin.rehbein@FALKE.com

URL: www.falke.com

FALKE

PUBLIC RELATIONS

FALKE GROUP - Facts and figures:

The identity of the FALKE brand is based on tradition, performance and experience the date back more than one hundred years. It is based on culture, that has grown over the decades and that has always stood for quality, innovation and timeless modernity. But above all it is based on the talent, the imagination and the creativity of the people behind the name FALKE.

In 2006, the FALKE Group made an annual turnover of Euro 186 million. The group companies employ 2,431 employees worldwide, around 1,200 of them in Germany. In 2006, the FALKE Group exported 39% of its productions abroad. Founded in 1895, the family business is currently managed by the 4th generation, Franz-Peter Falke and Paul Falke.

FALKE GROUP:

FALKE KGaA

- Socks Women, Men, Children
- Accessories Women, Men, Children
- Fine Hosiery
- Seamless (Bodies/Shirts)
- Ergonomic Sport System (ESS)
- Licenses

FALKE Fashion

- Mens Knitwear
- Licenses

Franz FALKE Textiles

- Socks Women, Men
- Fine Hosiery

LTW Leinefelder Textilwerke

- Rotor sand ring yarns
- Yarn mixtures
- Yarn refinements