



Dickies® Canada Names DIY Personality Bryan Baeumler New Canadian Brand Ambassador

MISSISSAUGA, ON, January 16, 2012 – Leading global work wear maker Williamson-Dickie Canada Co. is pleased to announce DIY Personality Bryan Baeumler as the company's brand ambassador for Canada. Baeumler is a Gemini award-winning host of the top rated HGTV series *Disaster DIY* and two new shows that will begin airing in 2012 (*House of Bryan 2: On the Rocks* and *Leave it to Bryan*).

Bryan owns and runs Baeumler Quality Construction and is a new breed of contractor equipped with a business plan, a deep passion for his work and an ambition to set new standards in his trade. Working with likeminded young tradesmen, his team works hard and aims for a high level of craftsmanship on every job. This ethic resonates perfectly with Dickies, a brand with 90 years of work wear heritage and a steadfast commitment to customer satisfaction. Workers from all over the world and all walks of life trust Dickies for high quality, durable work apparel at an unmatched value.

"We are pleased to introduce Mr. Baeumler as the new spokesperson for Dickies Canada," said Ryan Sampson, marketing manager, Williamson-Dickie Canada Co. "Bryan's positive and hardworking attitude makes him a perfect fit for our brand and we feel he will represent us well both on and off the construction site."

Baeumler's duties for Dickies Canada will include representing the brand on his construction sites, at local and national media appearances across the country and during the production of his television shows. He will also provide Dickies Canada with consumer feedback from his day-to-day interactions with brand fans.

"I'm excited about working with Dickies Canada and representing them as their brand ambassador," says Baeumler. "I have been wearing Dickies for years and believe in the authenticity of this brand. This is a perfect partnership."

About Williamson-Dickie Mfg. Co.

Williamson-Dickie Mfg. Co. is the world's leading provider of authentic work apparel, specializing in innovative, performance work wear since 1922. The company offers premium quality products at an unmatched value across a vast assortment of apparel, footwear, and licensed goods in more than 60 countries. Williamson-Dickie operates through wholly owned affiliates in the United States, Canada, Mexico, Europe, China, Japan and the Middle East; exclusive licensees and distributors in Africa and the Asia Pacific region; and under the Dickies®, Workrite®, Kodiak® and Terra® brands. For more information about Dickies Canada, visit www.dickies.ca.