

CONVERSE®

CONVERSE CELEBRATES THE INFLUENCE OF PUNK ROCK AND POP ART FOR SPRING 2010 — COLLABORATIONS WITH ARTIST ROBERT INDIANA AND PUNK LEGENDS BLONDIE AND THE CLASH INSPIRE THE LATEST **CHUCK TAYLOR ALL STAR FOOTWEAR COLLECTION**

Converse introduces a new 'lean and mean' silhouette – The Chuck Taylor All Star Slim – Spring launch features ultra-low profile interpretation of iconic All Star shoe

NORTH ANDOVER, Mass. (January 26, 2010) – Converse debuts its Spring 2010 collection of Chuck Taylor All Star shoes honoring music and art that changed the world. Partnerships with pioneering bands, The Clash and Blondie showcase fresh interpretations of landmark moments in music history. The Chuck Taylor All Star becomes the perfect blank canvas for the pioneer of pop art, Robert Indiana, and his iconic “LOVE” artwork. The brand also introduces a brand new version of the original CTAS silhouette, with the launch of the *Chuck Taylor All Star Slim*. The new Spring collection will be available nationwide and internationally at specialty retailers, department stores and at www.converse.com beginning in January 2010.

CHUCK TAYLOR ALL STAR PUNK COLLECTION

When rock and roll became the status quo, punk broke it. From the birth of punk, the Chuck Taylor All Star shoe has always been a staple of the garage and the punk rock club. Now Chucks and the genre officially combine to create a collection with design and graphic cues as disruptive, meaningful and original as the music itself.

The Clash

Joe Strummer once proclaimed “the future is unwritten” and The Clash’s groundbreaking mix of rock, reggae, soul and funk went on to define and re-write it. Part of the original wave of British punk rock, The Clash’s stripped-down and eclectic garage sound stood in defiance to the highly-produced, stadium rock sounds that dominated the 70s. Synonymous with punk rock and those who change the rules, Chuck Taylor All Star shoes serve as the medium for striking designs each with subtle detail and graphics.

Leading the collection is a special tribute version of the Chuck Taylor All Star shoe in white, which marks the 30th anniversary of the album *London Calling*. The arresting album cover designs bring rock-ready graphics to Converse rubber. Combat rock references abound on fresh high-tops with clean Clash skull and cross bones logos. A simple version of classic Chucks in olive drab punctuates the band’s revolutionary style with campaign pins fastened to military drab uppers.

Suggested Retail Price: \$50 – \$90



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Blondie

New York's new wave punk scene in the 70s and 80s remains the stuff of legends. As disco faded and pompous rock pervaded, Blondie stood-out and electrified the scene and helped to define American new wave and punk rock. Blondie's succinct pop songs took music to the next level by mixing it with rock, hip hop and reggae to create a fresh new sound. Led by Debbie Harry, the platinum blonde punk-rock pin-up carved paths for every female pop star since, combining smart, sexy attitude with style and glamour. Her backing band often wore Chuck Taylor All Star shoes and the era and new wave style wouldn't be the same without the iconic shoe. The Blondie for Converse collection includes Chuck Taylor All Star shoes that honor the band and those who define their own style, with a modern mix of cool animal prints, Blondie album cover graphics, logos and color blocking.

Highlights of the collection include a Chuck Taylor All Star Light shoe in a zebra print designed specifically for women who rock. Vibrant unisex Chuck Taylor All Star shoes feature simple, clean designs and neon touches that make these shoes pop. Cool attitude mixes with modern style in a leather oxford in metallic gold version with black leopard spots.

Suggested Retail Price: \$55 – \$85



Zipper and Flags

Chuck Taylor All Star shoes and the leather jacket have long been essential components to the punk rock statement. Rock and roll and the leather jacket go way back, but the zips, flags, snaps and wear and tear emerged from the punk era and spell out rebellion loud and clear. Near punk rock nirvana, the blending of the Chuck Taylor All Star shoe and elements of the punk rock jacket create a clean, sophisticated look in these versions of the Chuck Taylor All Star shoe.

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Zipper

Suggested Retail Price: \$75 – \$100



Flags

Suggested Retail Price: \$100



CHUCK TAYLOR ALL STAR POP ART COLLECTION

Art was once considered lofty and inaccessible until courageous artists took simple bold elements reflected in their daily lives and put them in new, unexpected contexts. This revolutionary movement was called “pop art”. Artists with the goal of creating something new and fresh ended up busting up the status-quo and changing art forever. The Chuck Taylor All Star shoe appears at this pivotal point in cultural history as a muse and staple to the artist and creativity at large. The Pop Art collection is no exception, with bold visual statements that honor the genre with playful, ironic and colorful interpretations.

Robert Indiana

One of the original pioneers of the pop art movement, Robert Indiana’s iconic “LOVE” motif is recognized around the world as a great symbol of optimism. The definition of optimistic rebellion, Indiana’s artwork broke boundaries and changed the face of the art world, while injecting informal humor, irony and pop culture references along the way. Iconic itself, the Chuck Taylor All Star shoe has long been worn by artists who are driven to realize their vision and in the process change popular culture. This collection is dedicated to those folks who chose to follow their own path and create symbols of optimism and hope. The collection is inspired by a few of the original color iterations of Robert Indiana’s iconic “LOVE” artwork.

Suggested Retail Price: \$55

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Trompe L'Oeil

The Trompe L'Oeil, or “trick of the eye” in French, is the name of a new collection that adds a new dimension to the Chuck Taylor All Star shoe. Inspired by the bright colors and ironic references used by pop art legends, the collection features Ben-Day dot graphics and slip-on functionality. The toe-cap and stitching are represented graphically as well giving these shoes a simple, yet playful look and feel.

Suggested Retail Price: \$55



Converse (PRODUCT)^{RED} LOVE

Designed to help fight AIDS in Africa, the Converse (PRODUCT)^{RED} LOVE shoes provide consumers with an outlet to express themselves in more ways than one. Converse (PRODUCT)^{RED} has engaged artists from the start and this season debuts “I heart _____” shoes, inviting everyone to express their creativity and scribble on their Chucks. Another version of the Chuck Taylor All Star shoe includes all over heart prints from the uppers to the lace, from the tongue to the foot bed.

Suggested Retail Price: \$55 – \$60



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CHUCK TAYLOR ALL STAR SLIM COLLECTION

Chuck Taylor All Star Slim

Proving that before you break the rules, you have to know the rules, the Slim takes what is the standard and changes it up in a leaner, meaner version of the original Chuck Taylor All Star shoe. Maintaining the iconic design lines of the Chuck Taylor silhouette, the Slim has an edgy look that is contemporary yet classic, perfect for fashionable everyday wear. This ultra-sleek version of the Chuck Taylor All Star shoe is available in canvas and leather and all the iconic colors the original is known for. Clean and simple, high tops and low tops with all of the familiar Chuck Taylor details, lowered.

Suggested Retail Price: \$50 – \$65



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About Converse

Converse Inc., based in N. Andover, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as “America’s Original Sports Company”™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor All Star shoe, the Jack Purcell shoe and the One Star shoe. Today, Converse offers a diverse portfolio including premium lifestyle men's and women's footwear and apparel. Converse product is sold globally by retailers in over 160 countries and through 43 company-owned retail locations in the U.S. For more information, visit Converse on the web at www.converse.com.

About (RED)™ and (PRODUCT)RED

(RED)'s primary objective is to engage the private sector in raising awareness and funds for the Global Fund, to help eliminate AIDS in Africa. Companies whose products take on the (PRODUCT)RED mark contribute a significant percentage of the sales or portion of the profits from that product to the Global Fund to finance AIDS programs in Africa, with an emphasis on the health of women and children. Current partners are: American Express (U.K. only), Apple, Converse, Gap, Emporio Armani, Hallmark, Dell, Windows and Starbucks. Since its launch in the Spring of 2006, more than \$130 million has been generated by (RED) for the Global Fund. (RED) money is at work in Swaziland, Rwanda, Ghana and Lesotho. For more information, visit www.joinred.com.

About The Global Fund

The Global Fund, the recipient of (RED) funds, is the world's leading funder of programs to fight AIDS, tuberculosis and malaria, which kill over 6 million people each year. Created in 2002, the Global Fund has committed over \$10 billion to life saving programs in 136 countries and accounts for more than one fifth of the world's funding for AIDS programs in the developing world (two-thirds of the world's funding for malaria and tuberculosis). The Global Fund was the first international financing body to fund a massive scale-up of antiretroviral treatment in developing countries, starting in 2003.

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