

CONVERSE®

EMBARGOED INFORMATION

January 1, 2010

CONVERSE ROUNDS OUT ITS SKATEBOARDING LINE WITH **CONVERSE SKATE COLLECTION 2010 SPRING LINE**

Converse Skate Collection stays true to its skate core this spring while introducing the Sea Star and CVO

NORTH ANDOVER, Mass. (January 1, 2010) – Converse's rightful return to the world of skateboarding is solidified this spring with the refocused Converse Skate Collection. The spring 2010 season features two new styles in the lineup with the introduction of the Sea Star and CVO. Both silhouettes are taken straight from the Converse archives and give new skate functionality both inside and out. The Converse Skate Collection offers uncompromised, well-crafted skate footwear to the masses and legitimizes Converse as a brand long comfortable on a board.

Sea Star

Sea Star is new to the Converse Skate Collection this season. Available for both men and women, the Sea Star maintains its overall vintage look and feel but comes equipped with padded collar and all-suede upper to endure the wear and of skateboarding.

Suggested retail price: \$55.00



CVO

The CVO is fresh on the scene for the Converse Skate Collection this spring. Colorways feature all-suede uppers, a padded collar for added comfort and a slender sole for exceptional board feel. Superior in its simplicity, the CVO has a no-nonsense profile that easily adapts to any and all personal styles, and is available for both men and women.

Suggested retail price: \$50.00



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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.

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