

# CONVERSE®

## CONVERSE DEBUTS ITS SPRING 2010 COLLECTION OF CONVERSE (PRODUCT)<sup>RED</sup> FOOTWEAR INCLUDING THE FIRST CONS SIGNATURE SHOE WITH ANTHONY PAPPALARDO AND A COLLECTION INSPIRED BY LOVE

### (PRODUCT)<sup>RED</sup> CONS Pappalardo Pro

Anthony Pappalardo has reached a cult like following in the skate industry as one of the most elusive, yet widely admired skateboarders both on and off the board, for his creative touch in everything he does. CONS proudly launches not only its first signature model, but also Pappalardo's first signature shoe as a professional skateboarder. The first colorway, dropping in February, doubles as a (PRODUCT)<sup>RED</sup> initiative, driving awareness to the AIDS epidemic in Africa, and 10% of the net wholesale price of this shoe will be paid to The Global Fund to Fight AIDS, Tuberculosis and Malaria. Anthony's support of the (PRODUCT)<sup>RED</sup> initiative through his first signature shoe will be the first of its kind in the skate shoe marketplace.

Suggested Retail Price: \$65



### Converse (PRODUCT)<sup>RED</sup> RED LOVE

Designed to help fight AIDS in Africa, the Converse (PRODUCT)<sup>RED</sup> LOVE shoes provide consumers with an outlet to express themselves in more ways than one. Converse (PRODUCT)<sup>RED</sup> 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



(continued)

### **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](http://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](http://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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