

CONVERSE®

CONVERSE LAUNCHES SPRING 2010 **STAR CHEVRON** COLLECTIONS FEATURING EXPANDED STAR PLAYER FOOTWEAR LINE-UP

Collections built on Star Chevron spirit of active rebellion hits streets, courts and boards with all new basketball, action-culture, running and sport-lifestyle product

NORTH ANDOVER, Mass. (January 26, 2010) – Converse launches its collection of Star Chevron product for Spring – all laced together by the attitude of active rebellion. The *Star Player* leads the pack with sport styling that cuts to the core DNA of the Converse brand. Updated *Poorman Weapon* shoes feature sharp color blocking and throwback style – creating a look that’s truly a step ahead. Rounding out the Star Chevron line-up – a luxe premium interpretation of the classic *Pro Leather 76* from Converse by John Varvatos. These new Star Chevron styles will be available nationwide and internationally at specialty retailers, departments stores, and online at www.converse.com beginning in January 2010.

Star Player

The original mash up shoe – when the Star Player debuted in 1975, it combined everything original, active and cool. Combining iconic Star Chevron style with an unmistakable Converse silhouette, the Star Player was a true game changer. The shoe brought a new dimension to the game and staked its claim all the way from the courts to the street. With classic designs in leather, the Spring 2010 lineup showcases how original designs remain modern.

Suggested Retail Price: \$55 - \$65



Poorman Weapon

Inspired by original Converse styles that date back to the 70s, canvas versions of these popular basketball shoes were dubbed “Poorman’s” by kids who couldn’t afford the more expensive leather shoe. The Poorman Weapon returns for Spring with a fresh color-block design that’s a must-have, must-wear. Super simple, suede and nylon in bold colors give it the right mix of attitude and edge.

Suggested Retail Price: \$60

(continued)



JV Pro Leather

The JV Pro Leather makes a grand entrance in Spring 2010. The iconic shoe that changed the game of basketball continues to evolve with a first-ever deluxe interpretation from Converse by John Varvatos. This fresh take on the classic Pro Leather Mid is inspired by the crafted and deconstructed feel John Varvatos' designs are known for. Modernized with a sleek, slimmer silhouette, the JV Pro Leather features waxed and burnished premium leather upper, stained outsole and waxed cotton laces. Colorways of black, and off white are inspired by 70s Converse basketball shoes, both with the signature Converse Star Chevron logo detailing, and a leather insert on the rubber sole.

Suggested Retail Price: \$150



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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Press Contact:

Keith Gulla

Converse

646-563-7318 / keith.gulla@converse.com