



CONVERSE LAUNCHES THE CONVERSE CHUCK TAYLOR ALL STAR MADE IN MAINE BOOT

The truest expression of American craftsmanship, each unique pair of hand-sewn boots is manufactured in Highland Shoe Company's Brewer, Maine factory

NORTH ANDOVER, MASS. (November 27, 2012) – Today, **Converse Inc.** announces the launch of its First String Standards **Converse Chuck Taylor All Star Made in Maine boot** for Holiday 2012. A limited-edition boot that embodies American craftsmanship, the boots are constructed entirely in the USA, in partnership with the Highland Shoe Company as a celebration of Converse's rich American heritage and as a nod to New England's historic hand crafted tradition.

"Converse has a rich history of creating boots and sneakers for the outdoors and with our heritage rooted in New England, we are thrilled to create this special limited edition Chuck Taylor All Star boot," says Penny Ericson, Vice President, Converse Jack Purcell and Premium.

Holding true to its roots in the American Northeast, Converse tapped the Highland Shoe Company in Brewer, Maine to assist in the manufacture of this special boot. Founded on the principles of hand-made craftsmanship and steeped in decades of leather goods manufacturing, the Highland Shoe Company remains loyal to the celebrated yet disappearing art of creating beautiful, hand-crafted footwear.

Drawing inspiration from boots Converse has created throughout the decades, the Chuck Taylor All Star Made in Maine boot uses rugged and timeless American made hardware and trims that look beautiful combined with the finest oiled Chamois leather from the Chicago based Horween Leather Company. The boot is rounded out with an ultra-sturdy Vibram Jumbo Ripple outsole with leather board construction to allow the shoe to be re-soled for future use and hold up to wear and tear.



Converse First String is a limited-edition collection that celebrates craftsmanship, authenticity and collaboration at the highest level. The Converse Chuck Taylor All Star Made in Maine Collection launches November 30, 2012 at Converse boutiques in New York City and Boston, and select First String retailers globally. Only 80 pairs will be available and the boots will retail for MSRP of \$350 and will be available in men's sizes 7 - 13.

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 men's, women's and children's footwear, apparel and accessories. Converse product is sold globally by retailers in over 160 countries and through 67 company-owned retail locations in the U.S. For more information, please visit:

Media.Converse.com

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