



CONVERSE UNVEILS NEW FOOTWEAR COLLECTION WITH LEGENDARY BAND BLACK SABBATH

*Spring 2014 Collection Features Five Iconic Designs
Available at Journeys and Converse Retail Stores*

NORTH ANDOVER, MASS. (January 6, 2013) – Today, **CONVERSE Inc.** launched the Spring 2014 Converse Chuck Taylor All Star Black Sabbath sneaker collection featuring five new styles inspired by Black Sabbath, one of the most iconic rock bands of all time. The collaboration features the album artwork of four of Black Sabbath's most groundbreaking records including *Black Sabbath*, *Paranoid*, *Never Say Die!* and *VOL. 4*. The designs in the collection also feature special detailing such as stitched Black Sabbath logos and graphic lining. This is the band's second collaboration with Converse and comes on the triumphant reunion with original vocalist, Ozzy Osbourne.

Black Sabbath is highly credited with creating "heavy metal". The success of their first two genre-defining albums – *Black Sabbath* and *Paranoid* – marked a paradigm shift in the world of rock. It wasn't until Black Sabbath upended the music scene did the term "heavy metal" enter popular vocabulary to describe the denser, more thunderous offshoot of rock over which they presided. Since debuting in 1969, Black Sabbath has inspired millions to unleash their creative spirit through music. One of the most iconic bands of all time will partner with one of the most iconic sneakers of all time for a truly special Converse Chuck Taylor All Star sneaker collection.

The **Converse Chuck Taylor All Star Black Sabbath** collection will be available at select Journeys and independent stores as well as Converse retail stores and converse.com for \$60 - \$70 USD.

CONVERSE CHUCK TAYLOR ALL STAR BLACK SABBATH COLLECTION

Converse Chuck Taylor All Star Black Sabbath

Description: The Converse Chuck Taylor All Star Black Sabbath hi-top features album cover art from Black Sabbath's self-titled debut album *Black Sabbath*. The iconic art includes Mapledurham Watermill in Oxfordshire, England. The stitched Black Sabbath tongue label features the same text font as the album cover.

Suggested retail price: \$60 USD



Converse Chuck Taylor All Star Paranoid

Description: The Converse Chuck Taylor All Star Paranoid hi-top features canvas uppers printed with cover art from Black Sabbath's second Studio album *Paranoid*. The stitched Black Sabbath tongue label features the same text font as the album cover. The shoe's liner is inspired by the original music video played on TV and filmed live in Belgium in 1970.

Suggested retail price: \$60 USD



(continued)

Converse Chuck Taylor All Star Band

Description: The Converse Chuck Taylor All Star Band hi-top features a black canvas upper with the stitched band logo from Black Sabbath's last studio album with its original line up, *Never Say Die!* The lining features classic black and white images of the original band members.

Suggested retail price: \$60 USD



Converse CONS Chuck Taylor All Star Pro Skate Vol. 4

Description: The Converse CONS Chuck Taylor All Star Pro Skate Vol. 4 is available in both hi-top and oxford designs and features an embroidered logo from Black Sabbath's 4th studio album *Vol. 4* on the tongue of the sneaker. The Lunarlon sockliner features the famous graphic of Ozzy Osbourne on the album's cover. The shoe also features a new gusseted tongue design and an All Star traction rubber sole. This sneaker is available exclusively at finer skate retailers.

Suggested retail price: \$65/\$70 USD



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 lifestyle men's, women's and children's footwear, apparel and accessories. Converse product is sold globally by retailers in over 160 countries and through 79 company-owned retail locations in the U.S. For more information, visit media.converse.com.

About Black Sabbath

"Black Sabbath is credited with creating heavy metal," according to the Rock and Roll Hall of Fame. They released eight (8) studio albums from 1970-1978. The success of their first two albums--*Black Sabbath* and *Paranoid*--marked a paradigm shift in the world of rock. Black Sabbath's legendary second album, *Paranoid* (1970) contained such classic tracks as "Iron Man," "Paranoid" and "War Pigs." Their next two albums - *Master of Reality* (1971) and *Vol. 4* (1972) exhibited enhanced range and ambition and the title track to the group's fifth album, *Sabbath Bloody Sabbath* (1973), ranks among their finest moments. Black Sabbath has sold more than 75 million albums worldwide and was inducted into the Rock and Roll Hall of Fame in 2006. The release of *13* on June 11, 2013, marks Black Sabbath's first studio album together since 1978 and debuted at #1. After almost 44 years, the band continues to be as vital as ever. They spent the better part of 2013 on a sold-out worldwide arena tour and were recently nominated for three Grammy awards in both the Rock and Metal categories.

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