

CONVERSE

CONVERSE PRESENTS SPRING 2012 PREMIUM COLLECTION COMBINING THE RUGGED OUTDOORS WITH PLAYFUL SOPHISTICATION

*Converse introduces weathered detailing and eye catching prints combining
the rugged outdoors with playful sophistication*

NORTH ANDOVER, Mass. (January 18, 2012) – Today, **Converse Inc.** announces the debut of its Spring 2012 Premium Collection featuring seasonal updates to the Jack Purcell, Converse by John Varvatos and Marimekko collections. With clean lines and a refined look and feel, the new collection looks to special treatments, premium leathers and playful prints to celebrate the season in its purest form.

The new Converse Spring 2012 Premium Collection will be available nationwide and globally at specialty retailers, department stores and at www.converse.com beginning in January 2012.

Jack Purcell Helen

Named after Jack's wife, the Jack Purcell Helen shoes are a nod to Converse's feminine and flirtatious side. A unique stonewashed canvas dyed treatment and clear sequin finish provides texture and a refreshing brightness to this feminine take on a Jack Purcell.

Suggested Retail Price: \$60



Jack Purcell Boat

A fresh take on classic style, the Jack Purcell Boat shoe for Spring 2012 takes the dockside standard and gives it a Jack Purcell shoe look and feel perfect for sailboats, beaches and sunbathing.

Suggested Retail Price: \$65



Converse by John Varvatos Chuck Taylor All Star

The Converse by John Varvatos Chuck Taylor All Star shoes for Spring 2012 feature luxurious renditions of the iconic silhouette. Featuring hand-painted overlay techniques and rock n' roll detailing, each shoe has a vintage look and feel.

Suggested Retail Price: \$145



(more)

Converse by John Varvatos Pro Leather

The Converse by John Varvatos Pro Leather shoes for Spring 2012 feature vintage-inspired weather-worn colorways for the Spring. No two shoes are the same due to the burnish treatment of the shoes' uppers that give them a sharp and distinctive look. This updated Pro Leather shoe is marked with the classic Star Chevron logo and is available in mid and oxford.

Suggested Retail Price: \$155



Converse by John Varvatos Star Player

Deconstructed luxury is at the heart of the Converse by John Varvatos Star Player footwear for Spring 2012. Premiering with a unique ghosting effect of the iconic Star Chevron logo, the shoes are specially treated, leaving only an outline. Heavy gauge canvas lends comfort and a vintage feel, while overall detailing gives the shoes a touch of refinement.

Suggested Retail Price: \$145



Converse by John Varvatos Sprint Grip

The Converse by John Varvatos Sprint Grip shoe features a desert boot look and feel in a premium, soft leather upper. Leather laces add to the elevated look and feel, giving the shoe a worn-in yet refined look.

Suggested Retail Price: \$145



(more)

Converse ♥ Marimekko Collection

The latest Converse ♥ Marimekko collection features five signature prints on some of Converse's favorite silhouettes. The iconic Chuck Taylor All Star shoe is featured in the popular *Unikko* (meaning "poppy") and *Lokki* (meaning "seagull") prints design by Maija Isola. The Chuck Taylor All Star PJ is given a fresh look in the *Kameka* print designed by Annika Rimala. Finally, the Jack Purcell Helen gets a boost of color in the *Muija* (meaning "woman"), *Lokki* (meaning "seagull"), and *Appelsiini* (meaning "orange") prints also designed by Maija Isola. Each shoe represents the unique touch of a true print-icon.

Suggested Retail Price: \$90



(Pictured above: Chuck Taylor All Star Premium, Chuck Taylor All Star PJ and Jack Purcell Helen)

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 58 company-owned retail locations in the U.S. For more information, visit Converse on the web at www.converse.com.

About Marimekko

Marimekko is a Finnish textile and clothing design company renowned for its original prints and colours. The company designs and manufactures high-quality interior decoration items ranging from furnishing fabrics to tableware as well as clothing, bags and other accessories. When Marimekko was founded in 1951, its unparalleled printed fabrics gave it a strong and unique identity. Marimekko products are sold in approximately 40 countries. In 2010, brand sales of Marimekko products worldwide amounted to approximately EUR 150 million and the company's net sales were EUR 73 million. The number of Marimekko stores totalled 84 at the year end. The key markets in 2011 are North America, Northern Europe and the Asia-Pacific region. The Group employs around 390 people. The company's share is quoted on NASDAQ OMX Helsinki Ltd. www.marimekko.com

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