



CONVERSE®

**CONVERSE CENTURY FOOTWEAR COLLECTIONS
FACT SHEET**

What:

Converse marks its centennial with the introduction of the Converse Century Footwear Collection, which showcases the brand’s rich history in sports and music.

Why:

“Converse is the footwear company that was first in sports and first in rock ‘n’ roll. We will continue to be the brand that inspires originality and celebrates those who disrupt the status quo for the next 100 years,” said Jack Boys, Converse CEO.

When:

Spring 2008 product will be available: December - March 2008

Product:

Converse Century Collection

The Black Fives® Century Premium Pack

Rens 1923 All Star® high top shoe in black leather. Pro Leather 1976 shoe in distressed white leather. All Star Revolution shoe in brown distressed leather. *Officially Licensed by Black Fives, Inc.

Suggested Retail Price: \$150 - \$200

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in January.



The Black Fives

Black Fives Original All Star high top shoe in brown/tan leather. Chuck Taylor® All Star® Original mid shoes in black or white leather. Chuck Taylor Specialty shoe in off white/tan/gray woven leather.

*Officially Licensed by Black Fives, Inc.

Suggested Retail Price: \$72 - \$100

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in January.



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Buffalo Check Plaid

Chuck Taylor All Star high top in black/milk canvas or oxford in black/white and pink/white canvas.

Suggested Retail Price: \$47

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in February.



Converse Basketball “What If” Packs

All Star Revolution shoe, the Converse 0100 shoe, and the WADE 3 shoe.

Suggested Retail Price: \$90 - \$110

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in March.



Core Collection

Pro Leather 1976 high top shoe in black/white and white/red leather.

Suggested Retail Price: \$70

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in January.



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Extensions Collection

Pro Team high top shoe in white/runner yellow/black iris canvas.

Suggested Retail Price: \$50

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in January.



Jack Purcell® Sun Washed

Jack Purcell shoe in athletic navy, white, vintage kelly green or mustard seed canvas.

Suggested Retail Price: \$65

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in December.



Ombre Plaid

Chuck Taylor All Star high top shoe and oxford in red/black/white, blue/grey/white and red/black/white canvas.

Suggested Retail Price: \$47

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in February.



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Psychedelic Folk Collection

Chuck Taylor All Star oxford shoe in chili pepper/dark denim and victoria blue/black patchwork canvas.

Suggested Retail Price: \$82

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in February.



Sea Star Collection

Sea Star shoe in navy/white and white canvas.

Suggested Retail Price: \$45

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in February.



Turf Pro - Tennis All Star

Turf Pro-Tennis All Star shoe in white/cranberry or white/navy leather.

Suggested Retail Price: \$75

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in March.



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Converse by John Varvatos

Chuck Taylor All Star LP

Chuck Taylor All Star LP high top and oxford shoes in charcoal or military olive canvas with leather trim.

Suggested Retail Price: \$195

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in March.



Jack Purcell Vantage

Jack Purcell Vantage shoe available in white leather or white, black, night sky, smoke or blue stripe canvas.

Suggested Retail Price: \$95 - \$110

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in March.



Chuck Taylor All Star Studed & Painted

Chuck Taylor All Star high top shoe in black, painted canvas with studs.

Suggested Retail Price: \$125

Availability: nationwide at specialty retailers, department stores and online at www.converse.com beginning in November.



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