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Merrell Opens First Value Store at Fashion Outlets of Santa Fe

New Store Inspires the Outside Athlete in Everyone

ROCKFORD, Mich. (June 2012) – Merrell, a leader in outside athletic shoes, clothes and accessories, will open the doors to its newest store in the Fashion Outlets of Santa Fe on June 29th. The Merrell value store carries a complete selection of shoes and clothing for men, women and children. The store's design reinforces Merrell's dedication to inspiring the outside athlete by featuring a combination of natural and technical materials that help bring the outside experience to life in a retail location.

“Merrell’s goal is to increase outside participation by inspiring the outside athlete in everyone,” said Stephanie Ofili at Merrell. “From active outside pursuits like running and fast hiking, to walking through a vineyard with friends, the outside is for everyone. Santa Fe is recognized as an active, outside community, synergistic to Merrell’s values. Through our products and events, we hope to step into this community to further inspire the outside athlete in everyone.”

The 4,000 square foot Merrell Value store is designed with Merrell DNA for a minimalist and modern store that incorporates concrete floors, open ceiling layout and outside-inspired color palette and imagery to celebrate a life outside. A community information board invites people to participate in the local outside events and share their stories.

Merrell® is a brand within the Outdoor Group, a division of Wolverine World Wide, Inc. that also includes Chaco and Patagonia Footwear. Merrell believes in encouraging everyone to get outside, be active and have fun. Through the “Let’s Get Outside” tagline the Brand aims to increase youth participation in the outside through global causes such as events and associations that inspire the outside athlete in everyone. Wolverine World Wide, Inc. is headquartered in Rockford, Michigan. The company’s portfolio of highly recognized brands includes: Bates®, Chaco, Cushe®, Hush Puppies®, Merrell®, Sebago® and Wolverine®. The Company is also the exclusive footwear licensee of the following popular brands: CAT®, Harley-Davidson® and Patagonia®. The Company’s products are carried by leading retailers in the U.S. and globally in nearly 180 countries and territories.

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