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**CROCS, INC. TO EXPAND FOOTWEAR LINE RANGING FROM RAIN BOOTS
TO DRESS SHOES OUTSIDE OF TRADITIONAL CLOGS**

Expansion to start with the addition of the Freesail rain boot.

NIWOT, Colo.-- Crocs, Incorporated, is launching a new line of sustainable footwear, using similar materials to our traditional clog style shoe, but with greater versatility. Following our time-honored large color range, we will be offering over 20 colors for each style released. This line will initially launch with rain boots, and expand to other stylish, comfortable iterations of everyday shoes. The goal of the new launch is to bring a fresh look to the Crocs brand.

CEO Andrew Rees hopes that the new style of shoe will help others in their everyday lives. "We live in a fast-paced world. There is a great need for shoes that can move as quickly as this generation of working people. I see the rain boot as an essential clothing item that has great potential to be creatively reworked." He aims to launch the shoe right before the approaching autumn season to give consumers a chance to try the new style as the rainy season approaches. In addition, most rain boots are made with materials that are harmful to users in the long term.

Traditional rain boots are made with latex rubber or PVC (better known as vinyl). Both are toxic to workers during the production process as well as the end consumer. Latex allergies are extremely prevalent, therefore its usage in the production of rain boots is questionable. Crocs is taking the next step to avoid using these materials in our rain boots:

- Using engineered Croslite material that makes each boot up to 40% lighter than the traditional rain boot
- By incorporating Croslite material, the shoe will also be scientifically proven to have health benefits by podiatrists
- Adding ultra light Crocs Comfort soles to keep the light weight while still providing support for the arches of the feet.

To promote the new line of shoes, Crocs will work first to campaign towards young college audiences through campus ambassadorship programs in large, urban college campuses across the nation. These campus programs include

booths on campus where students will have the opportunity to see the shoes in real life and try them on with live “puddle tests”.

About Your Company: Crocs, Incorporated was founded in Boulder, Colorado with a focus on a simple and comfortable shoe. We believe in open-mindedness and an outlook on the bright and colorful side of life. As we celebrate the uniqueness of every human being, we invite you to Come As You Are™.

Please visit our website www.crocs.com for more information, and be sure to follow us on Instagram and Twitter @crocs, and Facebook.

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