

As required by the Securities and Exchange Commission Regulation G, the following contains information regarding the non-GAAP adjustments used by the Company in the discussion of its financial results:

## WOLVERINE WORLD WIDE, INC.

### RECONCILIATION OF REPORTED REVENUE TO REVENUE ADJUSTED FOR FOREIGN EXCHANGE AND AN ADDITIONAL WEEK\*

(Unaudited)

Wolverine World Wide, Inc. Consolidated Revenue - Fourth Quarter 2009	\$	312.5
One Additional Week of Revenue - Estimated		19.5
Adjusted Revenue	\$	332.0
Change Versus Prior Year		-4.1%
Wolverine World Wide, Inc. Consolidated Revenue - Full Year	\$	1,101.1
Impact of Foreign Exchange Rates <sup>(a)</sup>		38.2
Constant Currency Revenue		1,139.3
One Additional Week of Revenue - Estimated		19.5
Adjusted Revenue	\$	1,158.8
Change Versus Prior Year		-5.1%
Wolverine Footwear Group Consolidated Revenue - Fourth Quarter 2009	\$	76.8
One Additional Week of Revenue - Estimated		4.8
Adjusted Revenue	\$	81.6
Change Versus Prior Year		-3.1%
Outdoor Group Consolidated Revenue - Fourth Quarter 2009	\$	110.4
One Additional Week of Revenue - Estimated		6.9
Adjusted Revenue	\$	117.3
Change Versus Prior Year		6.3%

(a) These adjustments present the Company's results of operations on a continuing basis without the effects of fluctuations of foreign exchange rates. The adjusted financial results are used by management to, and allow investors to, evaluate the operating performance of the Company on a comparable basis.

\* To supplement the consolidated financial statements presented in accordance with Generally Accepted Accounting Principles ("GAAP"), the Company describes what certain financial measures would have been in the absence of the impact of foreign exchange rates and one additional week of revenue. The Company believes these non-GAAP measures provide useful information to both management and investors to increase comparability to the prior period by adjusting for certain items that may not be indicative of core operating measures. Management does not, nor should investors, consider such non-GAAP financial measures in isolation from, or as a substitution for, financial information prepared in accordance with GAAP.