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WOLVERINE WORLDWIDE INSTALLATION OF WHOLE HOUSE FILTERS TO BEGIN THIS WEEK

Company Provides Additional Background on Culligan/Calgon Systems

ROCKFORD, Mich., Oct. 31, 2017 – Wolverine Worldwide today shared installation timing and product information on the whole house water filtration systems the Company is providing to certain residents.

Culligan will begin installing systems this week, and over the next two weeks will ramp up to install approximately 55 systems per week to residents within the Michigan Department of Environmental Quality (MDEQ) Study Area and Buffer Zone. A street map of the Study Area and Buffer Zone is available [here](#).

“We continue to be proactive and transparent throughout this process – our primary goal is for residents to have confidence in their water,” stated Chris Hufnagel, Senior Vice President of Strategy for Wolverine Worldwide. “Earlier this month, we announced we would provide whole-house filtration systems to everyone – regardless of test results – in the Study Area and Buffer Zone, and we wanted to provide the community an update on the progress. We continue to be committed to this community and being a part of the solution.”

On October 12th, Wolverine announced it would pay for the costs of filter equipment and customized installation for whole-house water filtration systems for all 338 homes in the Study Area and Buffer Zone whose wells are being tested for the presence of perfluoroalkyl substances (PFAS), which were man-made chemicals contained in 3M’s Scotchgard™ product.

After an extensive research process, Wolverine selected the Culligan/Calgon filtration system, which relies on dual canister granular activated carbon (GAC) adsorption. This system has been demonstrated to effectively remove PFAS, and ensures that these compounds are not returned to the environment. The Culligan/Calgon filtration system has been used to treat water for PFAS in over 1,000 homes around the country. Additionally, a water meter is included in the outlet of the system to record water usage and facilitate service monitoring.

The system operation is designed to be simple to operate. Maintenance of the system will be performed by a local Culligan dealer, which will be done at Wolverine’s expense while additional data is collected.

To provide regular updates to homeowners and the public, Wolverine has established a dedicated site at www.wolverineworldwide.com/about-us/environment and any residents with questions are encouraged to contact the Company directly at 616.866.5627 or HouseStreet@wwwinc.com.

ABOUT WOLVERINE WORLDWIDE

With a commitment to service and product excellence, Wolverine World Wide, Inc. is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel. The Company's portfolio of highly recognized brands includes: Merrell®, Sperry®, Hush Puppies®, Saucony®, Wolverine®, Keds®, Stride Rite®, Chaco®, Bates®, HYTEST®, and Soft Style®. The Company also is the global footwear licensee of popular brands including Cat® and Harley-Davidson®. The Company's products are carried by leading retailers in the U.S. and globally in approximately 200 countries and territories. For additional information, please visit, www.wolverineworldwide.com.

FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements, including statements regarding: the effects of the Company's portfolio management initiatives, including their go forward impact; the Company's ability to successfully complete its WOLVERINE WAY FORWARD transformation and to optimize the organization to the consumer and global marketplace; future profitability and stability; projections about the impact of the portfolio management initiatives, including those in the following supplemental table; and the ability to wrap up portfolio management initiatives in 2017 or at all, including the conclusion of the novation of Department of Defense contracts and the ability to sell through Sebago products. In addition, words such as "guidance," "estimates," "anticipates," "believes," "forecasts," "step," "plans," "predicts," "projects," "is likely," "expects," "intends," "should," "will," "confident," variations of such words, and similar expressions are intended to identify forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties, and assumptions ("Risk Factors") that are difficult to predict with regard to timing, extent, likelihood, and degree of occurrence. Risk Factors include, among others: changes in general economic conditions, employment rates, business conditions, interest rates, tax policies and other factors affecting consumer spending in the markets and regions in which the Company's products are sold; the inability for any reason to effectively compete in global footwear, apparel and consumer-direct markets; the inability to maintain positive brand images and anticipate, understand and respond to changing footwear and apparel trends and consumer preferences; the inability to effectively manage inventory levels; increases or changes in duties, tariffs, quotas or applicable assessments in countries of import and export; foreign currency exchange rate fluctuations; currency restrictions; capacity constraints, production disruptions, quality issues, price increases or other risks associated with foreign sourcing; the cost and availability of raw materials, inventories, services and labor for owned and contract manufacturers; labor disruptions; changes in relationships with, including the loss of, significant wholesale customers; the failure of the U.S. Department of Defense to exercise future purchase options or award new contracts, or the cancellation or modification of existing contracts by the Department of Defense or other military purchasers; risks related to the significant investment in, and performance of, the Company's consumer-direct operations; risks related to expansion into new markets and complementary product categories as well as consumer-direct operations; the impact of seasonality and unpredictable weather conditions; changes in general economic conditions and/or the credit markets on the Company's distributors, suppliers and customers; increase in the Company's effective tax rates; failure of licensees or distributors to meet planned annual sales goals or to make timely payments to the Company; the risks of doing business in developing countries, and politically or economically volatile areas; the ability to secure and protect owned intellectual property or use licensed

intellectual property; the impact of regulation, regulatory and legal proceedings and legal compliance risks; the potential breach of the Company's databases, or those of its vendors, which contain certain personal information or payment card data; problems affecting the Company's distribution system, including service interruptions at shipping and receiving ports; strategic actions, including new initiatives and ventures, acquisitions and dispositions, and the Company's success in integrating acquired businesses, and implementing new initiatives and ventures; the risk of impairment to goodwill and other acquired intangibles; the success of the Company's consumer-direct realignment initiatives; changes in future pension funding requirements and pension expenses; and additional factors discussed in the Company's reports filed with the Securities and Exchange Commission and exhibits thereto. The foregoing Risk Factors, as well as other existing Risk Factors and new Risk Factors that emerge from time to time, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. Furthermore, the Company undertakes no obligation to update, amend, or clarify forward-looking statements.