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FOR IMMEDIATE RELEASE
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WOLVERINE WORLDWIDE TO PROVIDE WHOLE HOUSE WATER FILTRATION SYSTEMS FOR 338 HOMES IN PLAINFIELD TOWNSHIP

Cites commitment to residents having confidence in their water

ROCKFORD, Mich., October 12, 2017 – Wolverine Worldwide today announced it will provide whole house water filtration systems for all 338 homes in Plainfield Township whose wells are being tested for the presence of fluorinated per/polyfluoroalkyl substances (PFAS), which were man-made chemicals contained in 3M’s Scotchgard™ product.

In response to ongoing community concerns regarding the recent detection of PFAS in some residential wells, Wolverine said it will arrange and pay for the costs of filter equipment and customized installation. All homes currently part of the Study Area established by the Michigan Department of Environmental Quality (MDEQ), as well as all homes in the expanded, precautionary Buffer Zone are eligible to receive whole house water filtration systems, regardless of testing results. (SEE ATTACHED MAP)

Since late spring, Wolverine has been working with the MDEQ and the Kent County Health Department to develop and implement a water-testing program to understand the extent of PFAS in residential wells. Out of an abundance of caution, kitchen filters and bottled water were provided to all homes initially tested, and since then Wolverine expanded its support to include whole house systems for the 14 homes whose wells tested above the EPA-advisory threshold of 70 parts per trillion for PFOA and PFOS. Wolverine also contacted 3M and asked them to step-up and partner given their expertise as the manufacturer of this product.

This latest program builds on that commitment, providing whole house filtration systems – regardless of tested levels – and before the majority of the 338 eligible homes have received their test results, which are due in the coming weeks.

“People are concerned about their water – we share in that concern and we felt this was the right thing to do, right now. While we can’t speed up the testing process, we can give people confidence in their water by providing this longer-term solution,” said Chris Hufnagel, the Company’s senior vice president of strategy. “Wolverine Worldwide is committed to working with the MDEQ, Kent County Health Department, and Plainfield Township to get all the answers. We live and work here and we will see this through to the end.”

The Company is also launching an information portal tomorrow on its corporate website, www.wolverineworldwide.com. At this portal, the community will be able to get the latest information on the House Street situation, along with answers to frequently asked questions. Additionally, please see the attached document for frequently asked questions.

Homeowners are being contacted to arrange for the installation of Whole House filter systems. For more information on the whole house filtration program, contact Wolverine Worldwide at (616) 866-5627 or at 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 Company's strategic plans, the consummation of the transactions contemplated by the announced transaction and the Company's realization of the benefits of the announced agreement. 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: the transactions contemplated by the agreement may not be consummated, the Company may not realize the expected benefits of the announced agreement, 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.