



SPERRY® AND WATERKEEPER® ALLIANCE PARTNER ON NEW SUSTAINABILITY INITIATIVE TO COMBAT THE WORLD'S GROWING OCEAN PLASTIC EPIDEMIC -

Sperry, the iconic footwear brand with a heritage of innovation and a love for the sea, and Waterkeeper Alliance, the largest and fastest growing nonprofit solely focused on clean water, have announced a partnership. Together they will combat the ocean plastics epidemic, build awareness, share sustainable solutions and engage consumers and partners to create change together.

Sperry is set to launch the Look Good Do Good sustainability platform—a mission built to sustain the waters that span the globe and connect us all. The campaign's first initiative is the launch of a collection of shoes for men, women and kids, made with BIONIC® material, which is spun from plastic recovered from marine and coastal environments.

Waterkeeper Alliance works with BIONIC, a mission-driven material engineering company, on its Ocean Plastic Recovery Initiative — mobilizing a network of Waterkeeper groups around the world to establish recycling infrastructure and plastic recovery efforts to stop plastic pollution from entering our oceans.

Sperry's support of their mission will help raise awareness for the issue of plastics pollution, sponsor beach cleanups to help reduce the 8 million tons of plastic that enter the oceans each year and transform tons of marine and coastal plastic into shoes.

A selection of best-loved silhouettes – Sperry's Authentic Original boat shoe; the Captain's CVO and a Crest Vibe sneaker – draw on Sperry's sailing roots and feature materials and styling inspired by vibrant, multi-colored spinnaker sails with patchwork pieces and heavy stitching details. The collection's packaging features eco-friendly innovations: shoe boxes are made from post-consumer recycled material, are printed with water or soy-based inks and have no added adhesives.

Purchases of Sperry BIONIC shoes help combat the global crisis of plastic pollution with support for Waterkeeper Alliance's Ocean Plastic Recovery Initiative.

“We are a brand born of the sea. It is our duty to get involved and protect the waterways that stretch across the globe and connect us all. We are proud to work with BIONIC and Waterkeeper Alliance,” says Kate Minner, CMO, Sperry.

“Waterkeeper Alliance is proud to be working with local communities to get plastics out of our waterways and recycle them into goods that consumers will use again,” said Marc Yaggi, Executive Director of Waterkeeper

Alliance. “Thanks to partners like Sperry and BIONIC we're able to inspire change around the world, one foot at a time.”

The Sperry BIONIC collection will be available in March, at Nordstrom, Dillard's, West Marine, Zappos and Sperry.com. Retail prices range from \$70-\$100.

ABOUT SPERRY®

Sperry was founded in 1935 by avid sailor, inventor and intrepid explorer Paul Sperry. From the development of the world's first boat shoe, the iconic Top-Sider, Sperry continues its eight-decade tradition of offering innovative, fashion-forward styles that are perfect at sea or on the street. The company Paul Sperry founded in his own name is now fully rooted in the history of American style. Sperry is distributed in department stores and independent retailers in North America, Asia, Europe and Latin America, as well as Sperry specialty retail stores and www.Sperry.com. Sperry is a division of Wolverine World Wide, Inc. one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel. Sperry.com @sperry #sperrymyway

ABOUT WATERKEEPER ALLIANCE®

Waterkeeper Alliance is a global movement uniting more than 300 Waterkeeper Organizations and Affiliates around the world, focusing citizen action on issues that affect our waterways, from pollution to climate change. The Waterkeeper movement patrols and protects over 2.5 million square miles of rivers, lakes, and coastlines in the Americas, Europe, Australia, Asia, and Africa. For more information please visit waterkeeper.org.

ABOUT BIONIC®

BIONIC is a mission-driven material engineering company, addressing ocean plastic pollution in marine and coastal environments. Our vision is to unite industry leading brands to substantially and measurably reduce ocean plastic. BIONIC engineers fully traceable high-grade textiles and polymers made with coastal and marine plastic. www.bionic.is