



# Hush Puppies®

## THE MARKET

The shoes on your feet are a big business in the United States. Americans bought over 1.3 billion pairs of footwear in the twelve-month period ending May 2002, spending almost \$41 billion, according to NPD ShoeBiz, the footwear marketing intelligence service. Casual shoes and sandals represent over 68 percent of all footwear sold.

Casual is booming, and that's really no surprise. Since the mid-1990s, America has been the center of a worldwide casual boom. Khaki trousers and comfortable knit shirts have replaced more tailored European fashions. Businesses established "Casual Friday" dress codes that soon extended to the rest of the week. "Uniform" business attire has given way to a relaxed, more individual style of dress. And Hush Puppies — the footwear brand that "invented casual" — has kept pace with relevant product styling that supports its brand values of Relaxed, Confident, Youthful, and Modern.

## ACHIEVEMENTS

Since its introduction in 1958, Hush Puppies has become the world's best-loved shoe brand. Sold in 96 countries around the world, Hush Puppies enjoys a brand recognition of over 90 percent in the United States and nearly that high in most countries in which the brand is sold. Somewhere in the world, a pair of Hush Puppies is sold every two seconds throughout every day!

## HISTORY

The history of Wolverine World Wide, the parent company of Hush Puppies, dates back to 1888, when a leather-tanning operation began on the Rogue River in Rockford, a small community north of Grand Rapids, Michigan. By 1904, the first shoe factory was open, making ladies' dress boots and men's rugged work boots for farmers.

In the early 1950s, the U.S. government approached Wolverine and asked them to devise an effective way to tan and use pigskin leather. Pigskin is one of the world's most durable leathers, but tanning it was not economical. Wolverine's chairman, Victor Krause, took a leave of absence to work on the project and invented the process used around the world to this day.

Mr. Krause realized he needed a venue to showcase the now abundant supply of this new leather.

He looked at the country and saw the postwar boom. Servicemen returning from the war were building homes and starting families. The original baby boom was under way. Families were leaving cities and expanding into newly created suburbs, to homes on lots with lawns and driveways.

But what would this new generation of Americans wear on their feet? At the time, there

with this new-yet-unnamed line of men's and women's comfortable suede casual shoes. He stopped for dinner at a friend's house for a fried catfish dinner. His friend served hush puppies — fried cornmeal dough balls — with the catfish. When he asked where they got their name, he was told that farmers "use them to quiet their barking dogs." Jim laughed because in the 1950s

"barking dogs" was an expression for tired, sore feet.

The result? Jim had an interesting idea . . . and that very day the comfortable shoes that soothe aching feet became "Hush Puppies." The Hush Puppies brand and famous Basset Hound logo soon became a part of American folklore.

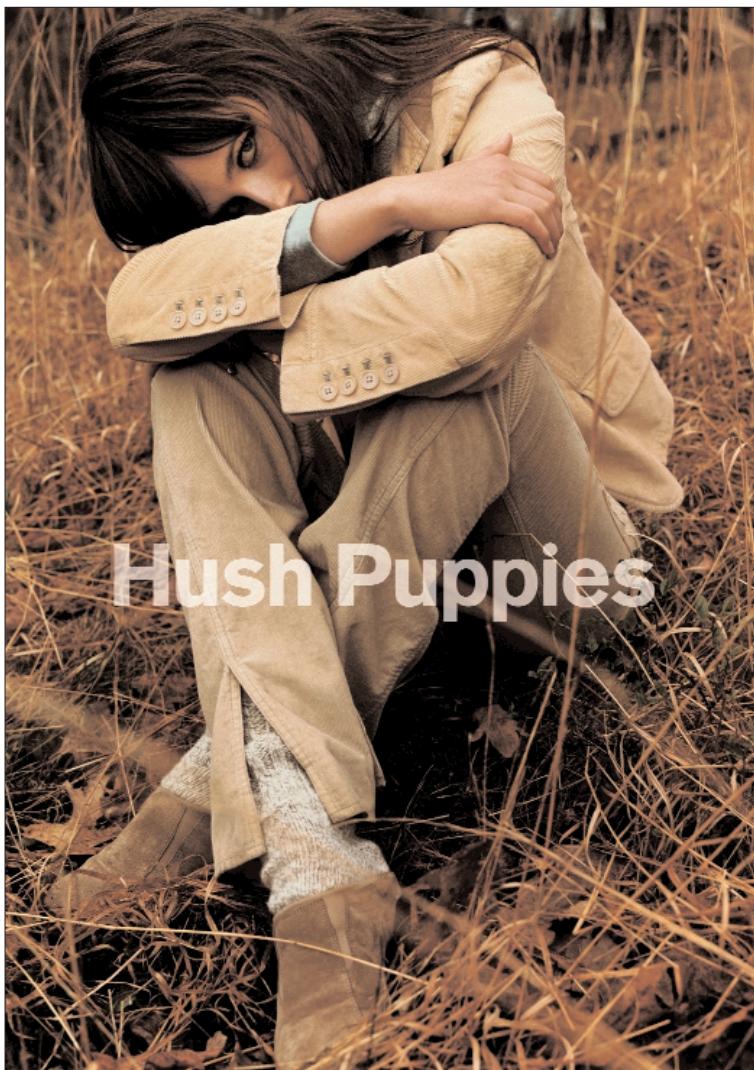
That original Hush Puppies' style has been an example of classic, American style for over 40 years. *Footwear News*, a trade magazine, named it one of the best-selling shoe styles of all time. In 1996, the Council of Fashion Designers in America gave Hush Puppies their "Best Accessory" award, which put the brand in the company of such fashion icons as Ralph Lauren, Calvin Klein, and Tom Ford from Gucci. In 1997, Hush Puppies was named "Brand of the Year" by *Footwear News*.

## THE PRODUCT

Today, Hush Puppies offers a lot more than the original suede shoe that made them famous. Hush Puppies produces complete collections of contemporary casual footwear for men and women. There are styles appropriate for work, for play, for all aspects of today's busy lives.

Hush Puppies also markets a full collection of children's footwear with dress and play styles for boys and girls, as well as infants. You can also find the Hush Puppies brand name on your favorite accessories from handbags to watches, eyewear, socks, and even plush toys.

While styles may change, one thing remains the same with today's Hush Puppies: their comfort. Hush Puppies have long been known as "the world's most comfortable shoes," and designers and technicians continually work to ensure comfort is a top priority. Wolverine World Wide has received over 120 proprietary design patents over the course of its history.

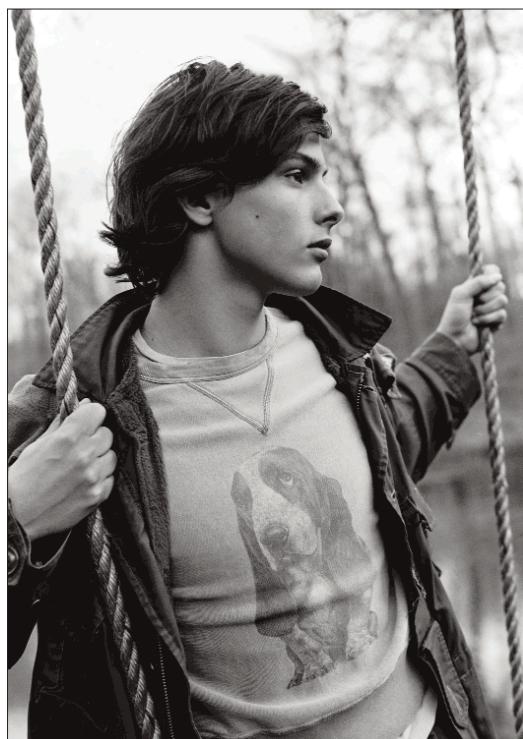


were no true "casual" shoes. Men wore wingtips to work and once they were old, bought a new pair for work and used the old pair to mow the lawn. Women wore heels or canvas sneakers. Mr. Krause believed that this new consumer was ready for a new type of footwear. He took his new pigskin — naturally durable, treated in the tanning process to be water and stain resistant — and attached it to a lightweight crepe sole. The world's first "casual shoes" were born!

The history of the Hush Puppies name is also a slice of Americana. Jim Muir, the company's first sales manager, was traveling in Tennessee



# Hush Puppies



Hush Puppies also introduced its HP360 Collection, which is designed for active men and women seeking a simple yet contemporary look for "wherever the day takes you." This collection captured the attention of both the retailer and the consumer, and as a result, has been expanded each season since its introduction.

## PROMOTION

The Hush Puppies Basset Hound remains one of the world's great icons. It is as well known as "the Hush Puppies dog" as it is by its breed. Basset hounds were first introduced in many countries around the world with the introduction of the Hush Puppies shoe brand.

The Hush Puppies brand was one of the first nationally advertised shoe brands, appearing on the *Tonight Show* with Johnny Carson and the *Today* show with Hugh Downs. There have been many memorable Hush Puppies moments in advertising — from shoes that "make the sidewalk softer" in the 1960s to "We Invented Casual" in the 1990s. In 1988 Hush Puppies won the prestigious Gold Lion at the Cannes Festival for a television commercial showing the Basset Hound on a subway grate with its ears flapping in the air as a train passed below. The ad was later named one of the top 100 television commercials of all time by *Entertainment Weekly* magazine.

Today, the Hush Puppies spirit is reflected in its contemporary imagery, which positions the brand as relaxed, modern, and confident. The image conveys that Hush Puppies understands fashion and has the right shoes for today's ready-to-wear.

## BRAND VALUES

Hush Puppies was built on the foundation of innovation, its reputation for comfort, and a style distinctly its own. The brand is authentic, as it invented the first casual shoe. It is established as one of the most recognizable names in footwear throughout the world. And while the roots of the Hush Puppies brand are firmly planted in the relaxed and casual lifestyle that is embraced today, the shoes express a fresh new style, which is youthful and modern. All of these attributes make Hush Puppies very relevant to fashion today.

## THINGS YOU DIDN'T KNOW ABOUT HUSH PUPPIES

- Nearly 40,000 pairs of Hush Puppies shoes are sold every day around the world.
- In 1959, just one year after being introduced in the United States, Hush Puppies began its globalization with its entrance into the Canadian marketplace.
- Many celebrities have worn Hush Puppies, including Tom Hanks, Sharon Stone, Nicolas Cage, and Susan Sarandon.
- Hush Puppies shoes have been featured in many major movies, including a recent appearance in *Austin Powers in Goldmember*.
- The actress Rene Russo appeared in a Hush Puppies catalog in the 1970s, early in her modeling career.

## RECENT DEVELOPMENTS

Today, Hush Puppies offers a wide range of comfort technologies, from "ZeroG" — lightweight footwear built to athletic specifications — to "HPO2 Flex," a unique cushioning system designed to give incredible flexibility.

In fall 2001, Hush Puppies introduced its new Float FX cushioning — a nitrogen oxide-filled heel bubble, ABS stabilizer, and nonliquid forefoot gel pad to customize the entire walking motion from heel-strike through toe-off.