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WOLVERINE WORLDWIDE ANNOUNCES SAFE WATER RESULTS FOR EAST ROCKFORD MIDDLE SCHOOL

Rockford and Plainfield Municipal Water Systems Also Tested as Safe

ROCKFORD, Mich., Oct. 25, 2017 – Wolverine Worldwide today announced safe water results from wells tested at East Rockford Middle School and a property along Ramsdell Drive in Cannon Township.

These results have been shared with the Michigan Department of Environmental Quality (MDEQ), Kent County Health Department (KCHD), Michigan Department of Health and Human Services (MDHHS), Cannon Township, and Dr. Michael Shibler, superintendent of Rockford Public Schools.

In partnership with the MDEQ, these wells were tested for the presence of perfluoroalkyl substances (PFAS), including PFOA and PFOS. No PFAS were detected in any wells at either the Middle School or at the Ramsdell Drive property. Additionally, recent tests on the Rockford and Plainfield municipal water systems also confirmed safe water for residents.

"As we had expected, the **test of water samples from East Rockford Middle School and the Ramsdell property confirm safe water,**" said **Chris Hufnagel, senior vice president of strategy for Wolverine Worldwide.** "**The waste at the property on Ramsdell Drive was primarily construction debris with a few leather and rubber scraps, and PFAS were not detected in the wells. Based on our review, we confirmed this waste was disposed of in the 1970s with the permission of the landowner at the time. We appreciate the current property owner** bringing this to the MDEQ's **attention**."

Wolverine remains dedicated to transparency and proactively testing sites identified by the MDEQ so residents will have confidence in their water. Wolverine continues to collaborate with local and state agencies on this issue, and fully supports the current course of action.

To provide regular updates to homeowners and the public, the Company has established a dedicated information portal at www.wolverineworldwide.com/about-us/environment. At this portal, the community will receive important updates from Wolverine, along with answers to Frequently Asked Questions. Additionally, any residents with questions or concerns 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 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.