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WOLVERINE WORLDWIDE COMMITS \$40 MILLION TO COMMUNITY RESPONSE

*Announcement Reflects Wolverine's Continuing Dedication to
Restoring Community's Confidence in its Water*

ROCKFORD, Mich., Feb. 8, 2018 – Wolverine Worldwide announced today that it expects to commit \$40 million toward its continuing efforts to address local groundwater issues potentially connected to its legacy tannery operations.

The Company's commitment underscores its ongoing dedication to proactive and voluntary actions and is part of a multi-year demonstration of its intent to restore the community's faith in its water. The Company will continue to collaborate with local, state, and federal agencies on testing and evaluation, and intends to be a part of long-term solutions for the community.

"From day one, we said our goal was to restore the community's confidence in its water and we continue to embrace our responsibility to see this issue through to the end," said Chris Hufnagel, Wolverine's Senior Vice President and Head of Strategy. "We remain committed to working with environmental regulators and health experts, while also meeting our responsibility as a public company to outline our related financial commitments and expectations."

Wolverine expects to provide \$30 to \$35 million for ongoing testing and monitoring, bottled drinking water, and effective filtration systems for residents as an environmental remediation reserve in the fourth quarter of 2017. This demonstrates Wolverine's ability to meet the financial commitments anticipated as a result of these legacy operations. The remaining estimated costs are associated with consulting and other expenses to be incurred in 2018.

The Company's former tannery operations closed in 2009, and over the past year Wolverine has been working with local, state, and federal agencies to test area groundwater for the possible presence of PFOA and PFOS from the Company's use of 3M's Scotchgard. PFOA and PFOS are two of the family of compounds known as per- and polyfluoroalkyl substances (PFAS), and were used for many decades in commercial products like firefighting foams and metal plating, and in common consumer items like food wrappers, microwave popcorn bags, pizza boxes, Teflon™, carpets, and Scotchgard™. Due to their widespread use by thousands of companies and millions of consumers over such a long period of time, PFOA and PFOS can be found virtually everywhere and in everyone to some degree.

The Company has paid for groundwater testing for more than 1,500 homeowners, installed over 30 monitoring wells in the community, supplied water to residents as they have waited for test results and has provided for the installation, testing, and maintenance of over 460 whole-house filters and point-of-use filters. These systems have proven to effectively remove PFOA, PFOS, and other PFAS, and ensure that these compounds are not returned to the environment.

“We intend to continue to work with experts and regulators as more testing is conducted and more data is gathered,” Hufnagel said. “We’re doing this because the people affected are our friends, families and neighbors and we’re committed to doing the right thing in our home town.”

The Company is dedicated to keeping the community updated on these issues through its blog at WeAreWolverine.com. Any residents with questions are encouraged to contact Wolverine directly at (616) 866-5627 or HouseStreet@wwwinc.com.

We Are Wolverine.

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 future response and estimated costs and accruals related to legacy environmental issues. In addition, words such as "guidance," "estimates," "anticipates," "believes," "forecasts," "step," "plans," "predicts," "focused," "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, including compliance with federal, state and local laws and regulations relating to the protection of the environment, environmental remediation and other related costs, and litigation or other legal proceedings relating to the protection of the environment or environmental effects on human health; 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.