



INVESTOR DAY 2007

Rockport Strategic Initiatives 2008 And Beyond

Rick Paterno

President and CEO of Rockport

Rockport Mission

Rockport is a global brand
grounded in substance and authenticity.
We deliver genuine differences
to our consumers
by combining
industry defining technology
and style relevant design.

Rockport Milestones



1971

Rockport is founded by Saul and Bruce Katz



1985

Rockport introduces the first biomechanically designed walking shoe



1990

Rockport VP runs the NYC Marathon in Dressports



1994

Rockport becomes the official boat shoe supplier of Whitbread

The Next "First" From Rockport: September 2007



Rockport Profile

- Growing domestically and internationally
- Top Men's fashion footwear department store brand
- Highest average retail price increases
- Leads growing comfort classification
- #1, #2 or #3 position in Dress Casual, Casual and Active Casual categories...more than any other brand
- More Top 25 styles than any other brand



Rockport is a brand with strong momentum

Modern Rockport Begins with the Brand

Style

"Drinks microbrew beer with buddies"

"Goes to his local Starbucks"

"Reads the NY times and Wall Street Journal"

"Ikea graduate"



Performance

"Plays pickup sports on the weekends"

"Works long hours"

"Well-traveled"

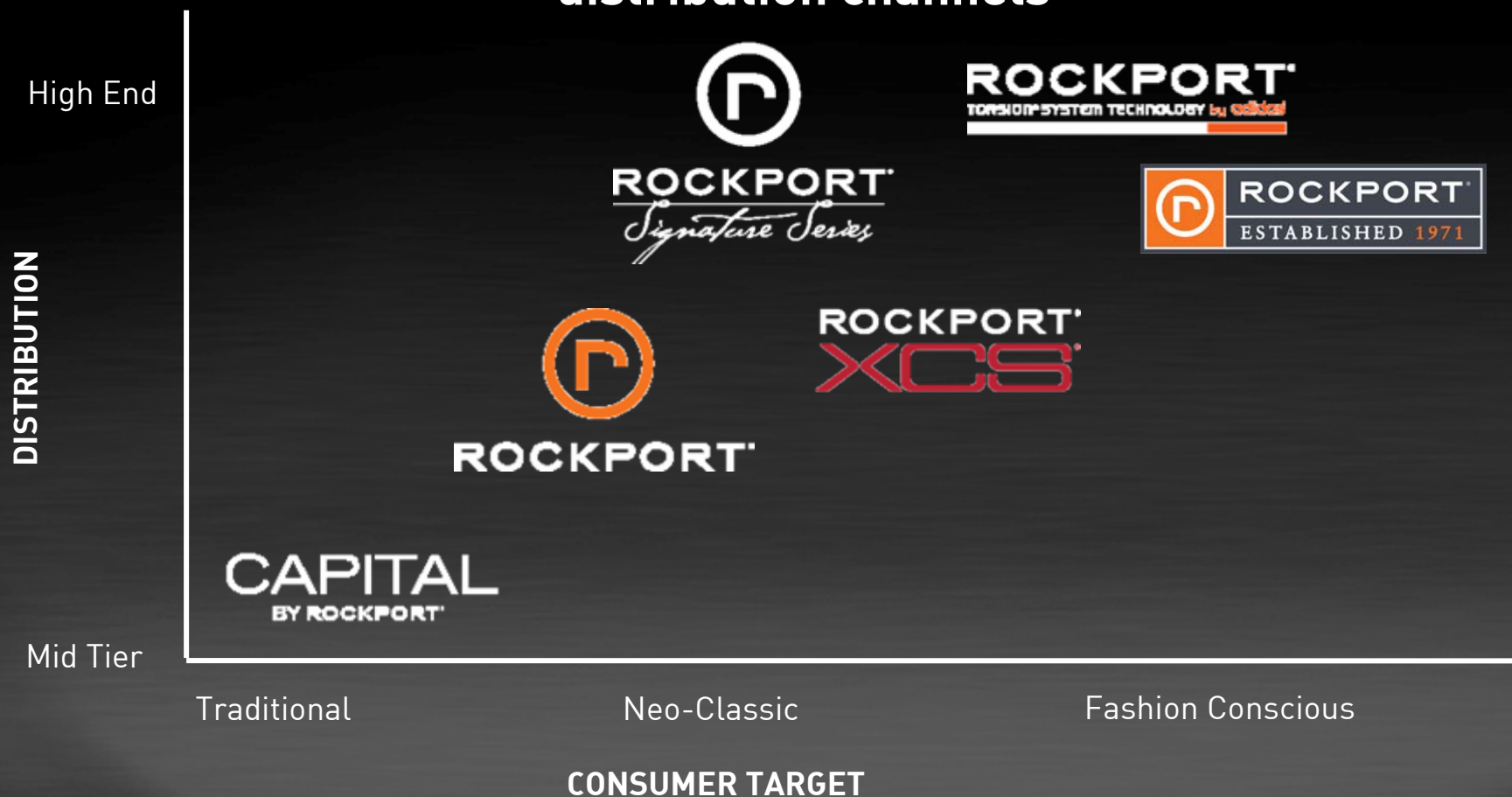
"Online investor"

Technology

"Music downloader"

Rockport Brand Structure

Built on consumer segmentation, product categories and distribution channels



Strategic Priorities

Increase global presence

Strengthen product/concept propositions

Broaden consumer base

Retail / ecommerce expansion

Leverage adidas Group synergies



Growth Areas



Urban/Metro

Outdoor

Technology

Women's

North American Strategy

- Expand segmented product approach
- Disciplined channel-specific distribution strategy
- Drive growth through increased controlled space



Global Growth

- Leverage operational synergies with adidas
- Leverage success in regional markets
- Implement area approach in regional structure



International sales more than 50% of total in 2010

Thank You!



Questions & Answers