



CELEBRATING 75 YEARS

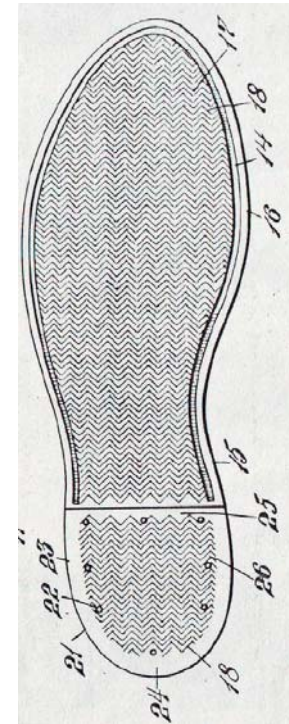
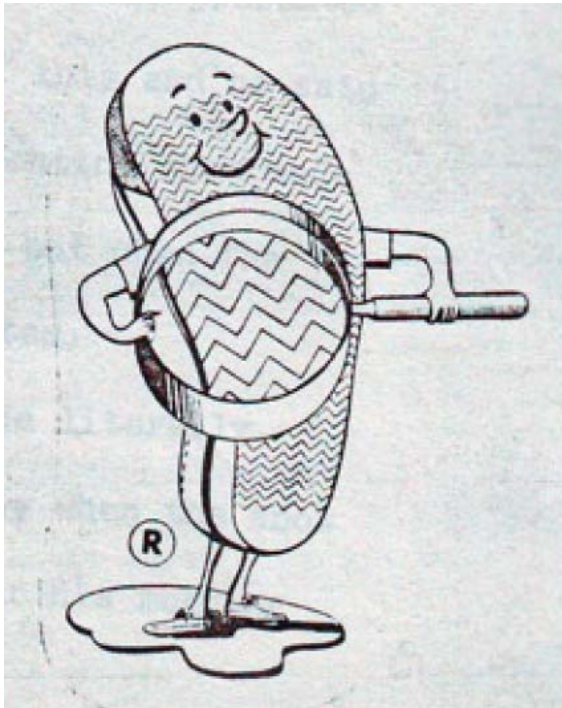
Paul Sperry

Born in 1984, Paul Sperry was an avid mariner with a knack for invention



1935: An idea is born

On a winter's day in Connecticut, Paul Sperry watched his cocker spaniel, Prince, run across the ice and noticed his dog's amazing ability to maintain traction on the slippery surface. Turning over Prince's paw, he observed hundreds of tiny cracks and cuts going in all directions. These wave-like grooves became the inspiration for Mr. Sperry's latest patent, called Razor-Siping™, and were instrumental in maximizing the traction and performance of the Authentic Original Sperry Top-Sider first introduced in 1935.



\$4.50 a pair

Paul Sperry charged \$4.50 a pair for the first boat shoe, demonstrating an early commitment to quality at a value.



Peg leg discount

Early on, Sperry Top-Sider developed a dedicated fan base, including a man who lost his leg in a war...

When he contacted Paul Sperry and told him how he hates buying pairs of shoes only to throw one of them away, Paul Sperry gave him a special deal – selling one shoe at half the price.



The first wholesaler

After becoming established as a direct mail business, Sperry Top-Sider began to be distributed by Abercrombie & Fitch, then known as *The Greatest Sporting Goods Store in the World*.



1939: Sperry earns their sea legs

In 1939 the US Navy negotiated the right to manufacture Paul Sperry's shoes for its sailors, leading the Authentic Original to become the official footwear of the US Naval Academy's casual uniform, which continues to this day.

As a result of the Navy contract, Sperry's business was purchased by the U.S. Rubber Co., which then marketed the shoe across the country.



1950s: Sperry takes off – on land

Sperry's popularity as a casual street shoe soared during this period as restrictions on the use of leather and rubber associated with World War II were lifted.



1960s: First Footwear

Images of the Kennedy family vacationing in Hyannis Port triggered an international love affair with classic American style – of which Sperry Top-Sider's iconic boat shoes and sneakers were an integral element.



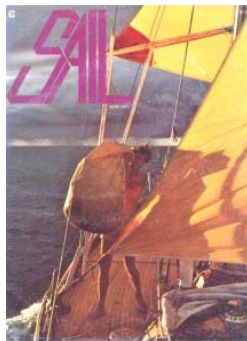
1960s: A Celebrity Favorite



Lauren Hutton wears Sperry Top-Sider's CVO on a trip to Mexico

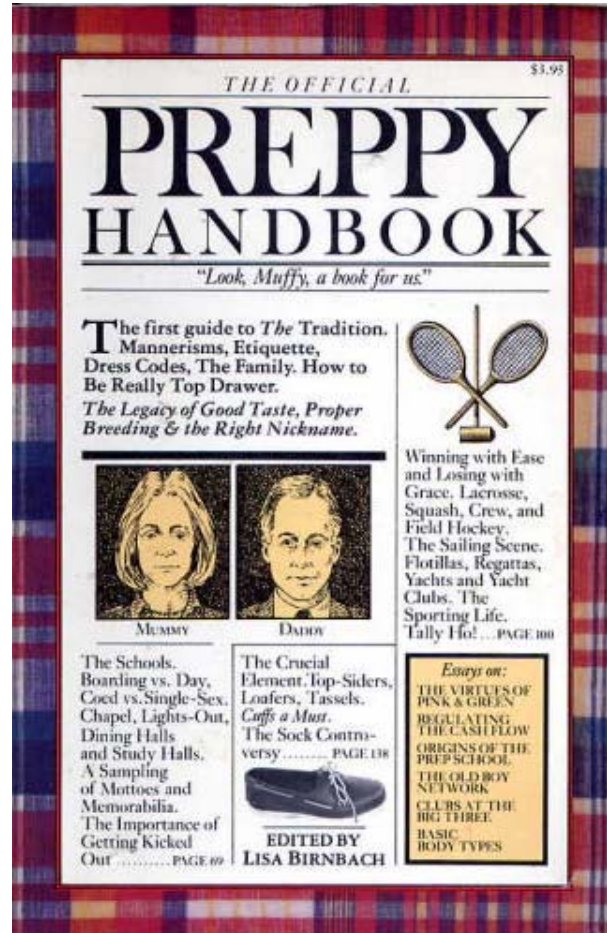
1970s: America at sea

The founding of Sail magazine, the film Jaws, the star power of sailors such as Dennis Conner, high fashion's obsession with nautical style and the creation of the American Sail Training Association created a maritime frenzy that helped fuel Sperry's rapid growth during this era.



1980: It's official!

With the publication of *The Official Preppy Handbook*, a tongue-in-cheek satire that has gained beloved cult status, the Sperry Top-Sider is immortalized as the official footwear of preppy style.



1970s and 1980s

Sailors can't get enough of Sperry Top-Sider's blend of style and performance



Famous French sailor Éric Tabarly wears Sperry Top-Sider's Authentic Originals

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Florence Arthaud

1993: Sperry sails across the Atlantic

Recognizing a strong demand for the brand's classic boat shoe in Europe, Sperry opened a European headquarters in Paris in the summer of 1993.



1994: A passion for the sea

Sperry continues to celebrate their nautical heritage by becoming the official footwear of the US Sailing Association.



2004: Nouveau prep

In 2004, Sperry embarks on a partnership with Jeffrey, the iconic Manhattan specialty retailer. With new colors, materials and signature barrel lacing (a nod to the popular 80s trend) the Jeffrey styles take the NYC fashion crowd by storm.



Jeffrey



2006: Sperry goes for the gold

Sperry introduces the Gold Cup collection, a line of luxurious styles offered at a higher price point and designed to take Sperry from the boat house to the boardroom. With features such as deerskin lining, 18K gold-plated eyelets and high tech memory foam, the collection launched to great acclaim and continues to be a popular part of the men's collection today.



2007: America's Favorite Shoe

In May 2007, the NPD Group, a market research firm, announced that Sperry's Authentic Original is the best selling men's shoe in US department stores.



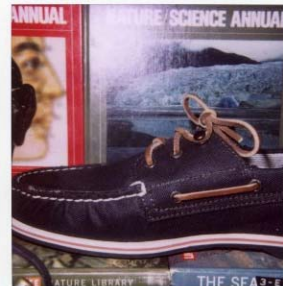
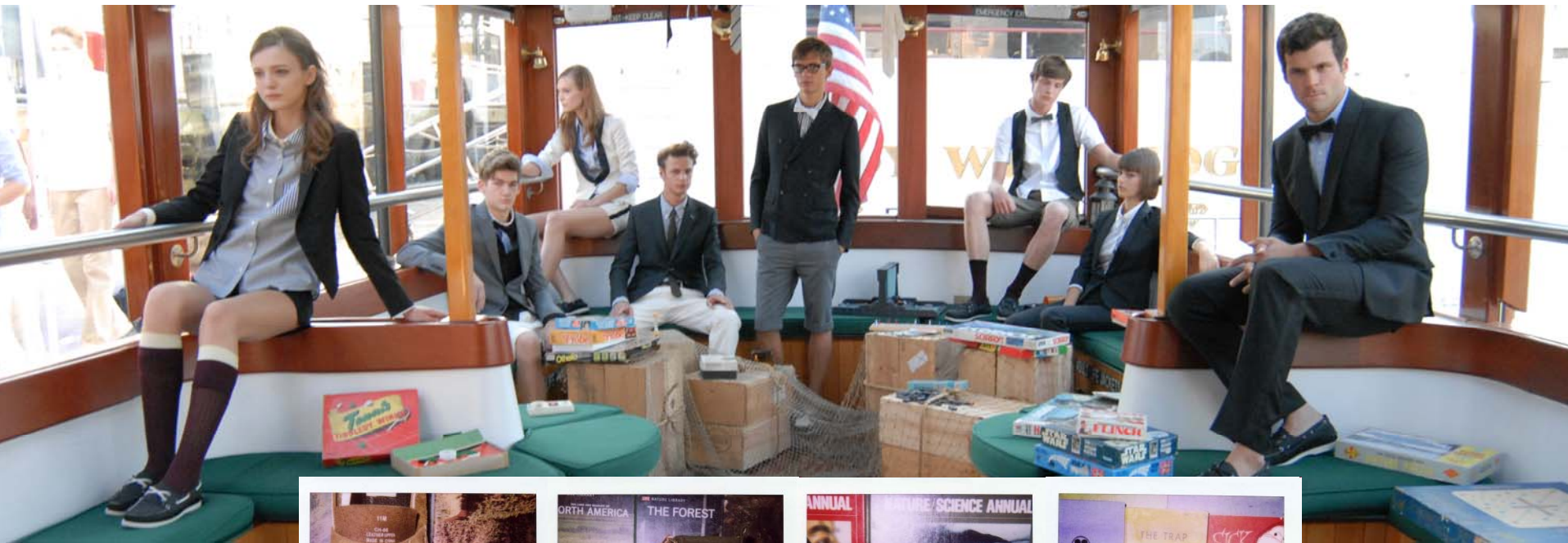
2007: Sperry supports NOOD

In 2007 Sperry becomes the title sponsor of the National Offshore One-Design (NOOD) Regattas, sailing competitions in which all boats entered are identical. Today, the Sperry Top-Sider NOOD Regattas attract over 30,000 competitors and spectators who come to watch 2,000 boats race.



2007: Sperry Goes Outsider

In the Fall of 2007 Sperry announced a collaboration with Scott Sternberg, designer of the acclaimed line Band of Outsiders. The collaboration continues to this day and continues to generate new fans around the world.



Capsule collaborations

Sperry's one-off collaborations have ranged from quirky fashion upstarts such as Modern Amusement to American icons such as Tommy Hilfiger and J. Crew.

J. CREW



 Modern Amusement

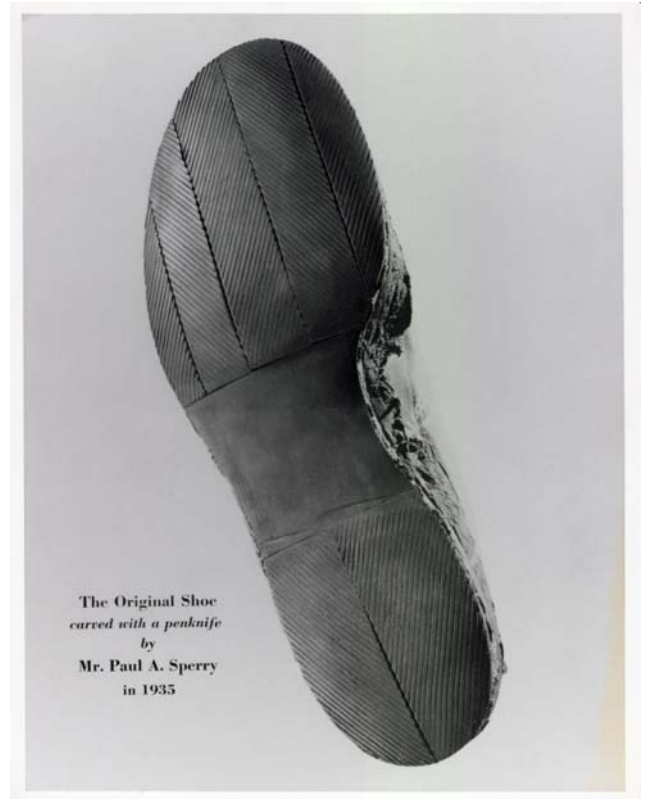


TOMMY  HILFIGER



Today: Sperry Celebrates 75 Years

To celebrate 75 years of a passion for the sea Sperry Top-Sider re-issues an archival collection featuring an outsole inspired by the original one Paul Sperry carved into his shoe.



Today: Sperry logs on

Sperry's social networking site, *Passion for the Sea*, provides a forum for members to discuss their love of the water. In just three months the site has attracted over 3,700 active users who share enthusiastic testimonials about their love of the brand and of the water.

PASSION FOR THE SEA

Come Aboard Passion for the Sea

It's water lovers like you who'll make this Sperry-powered social network a rich exchange of experiences, ideas and insights. You'll connect and network with other members and share feedback with fellow sea lovers.



Today: The Sperry team

Sperry continues to support the American sailing community by sponsoring some of the sport's most accomplished athletes and young rising stars.



Today: A Shopping Milestone

In 2010, Sperry Top-Sider celebrates 75 years of success as America's favorite boat shoe by opening their first freestanding retail stores across the United States.



The next 75 years

Sperry's popularity continues to expand – a result of their commitment to authentic performance and enduring style. By continually developing new footwear technology and designing innovative updates on their signature shoes, Sperry reaches a wide fan base that proves to be growing each generation.

