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Saucony Announces Sponsorship of Seattle Marathon

Brand commits to four-year partnership as exclusive footwear and apparel sponsor

LEXINGTON, MA (August 17, 2010) – [Saucony, Inc.](http://Saucony.com), a leading global supplier of performance athletic footwear and apparel, today announced its four-year exclusive footwear and apparel sponsorship of the [Seattle Marathon](http://SeattleMarathon.com). The 2010 race, celebrating the 40th anniversary of the Seattle Marathon, takes place Sunday, November 28th at the historic Seattle Center in downtown Seattle. The Seattle Marathon family of events includes the Marathon Run, Marathon Walk, Half Marathon Run, Half Marathon Walk, 5K, and Kids' Marathon.

“The Seattle Marathon is a not only a Northwest tradition but one of the premier running events in the region,” said Mark Bossardet, vice president of sports marketing for Saucony. “This partnership underlines our continued commitment to the Pacific Northwest running community and allows us to come together to celebrate 40 years of great distance running. We’re confident that together, we will take this event to an entirely new level.”

As part of its sponsorship activation strategy, the brand will provide all of the marathon and half marathon participants with a long-sleeve Saucony technical fabric race shirt. Volunteers for the event will also be outfitted in Saucony apparel, as well as footwear.

“The Seattle Marathon has been growing strong for 40 years thanks to the support of devoted volunteers, runners and sponsors,” said Louise Long, Seattle Marathon race

director. “We’re thrilled to welcome Saucony as our official footwear and apparel sponsor and look forward to inspiring even more runners to experience this classic event.”

The Seattle Marathon, one of the two oldest marathons on the west coast, is USATF and AIMS (Association of International Marathons and Distance Races) certified and is a Boston Marathon qualifier.

For more information, please contact Sharon Barbano at Saucony (617-824-6126), sharon.barbano@saucony.com or Jeff Lawrence at Mullen (617-226-9945), jeff.lawrence@mullen.com.

About Saucony, Inc.: *Saucony, Inc., a subsidiary of Collective Brands, Inc., is a leading global running lifestyle brand that fuses performance, innovation and style to create compelling footwear and apparel with its widely recognized brands Saucony and Saucony Originals. Founded in 1898, Saucony continues to inspire runners everywhere with its award winning innovations, including Flexion Plate™, ProGrid™, Arch-Lock®, and ViZiPRO™ apparel. For more information, go to www.saucony.com.*

About Collective Brands, Inc.: *Collective Brands, Inc. (NYSE: PSS) is a leader in bringing compelling lifestyle, fashion and performance brands for footwear and related accessories to consumers worldwide. The company operates three strategic units covering a powerful brand portfolio, as well as multiple price points and selling channels including retail, wholesale, ecommerce and licensing. Collective Brands, Inc. includes Payless ShoeSource, focused on democratizing fashion and design in footwear and accessories through its nearly 4,500-store retail chain, with its brands Airwalk®, Dexter®, Champion®, Zoe & Zac™, the first-ever affordable green footwear brand, and designer collections Lela Rose for Payless, Unforgettable Moments by Lela Rose, Christian Siriano for Payless and STLP x Airwalk, among others; Collective Brands Performance + Lifestyle Group, focused on lifestyle and performance branded footwear and high-quality children’s footwear sold primarily through wholesaling, with its brands including Stride Rite®, Keds®, Sperry Top-Sider®, Robeez®, and Saucony®, among others; and Collective Licensing International, the brand development, management and global licensing unit, with such youth lifestyle brands as Airwalk®, Vision Street Wear®, Sims®, Lamar® and LTD®. Information about, and links for shopping on, each of the Collective Brand’s units can be found at www.collectivebrands.com.*

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