



**FOR IMMEDIATE RELEASE**

PR Contact:  
CC Lau  
Brand Manager  
Professional Public Relations  
Tel: (852) 3111 9923 / (852) 9502 2170  
Email: [clau@pprgreaterchina.com](mailto:clau@pprgreaterchina.com)

**Crocs Opens First Concept Store in Hong Kong  
High Heels Make Debut in Crocs Summer Collection**

- Fashionable, slide in wedges bring cool edge to new line up -

HONG KONG – June 2007 – Strengthening its presence in Hong Kong, Crocs is opening its first concept store in Central, Hong Kong. The new store integrates Crocs' unique design elements including white background and the "Wall of Crocs" to highlight the brand's wide range of colorful, fashionable and comfortable footwear, sporting accessories and gear.

Located in the finance and entertainment hub of Hong Kong, Central, Crocs' first Hong Kong concept store's signature colors and eye-catching design will include a four meter "Wall of Crocs" to create a dazzling display of footwear. The interior design of the store is both sleek and functional. Every detail and material used reflects the fashionable and fun image of Crocs.

To celebrate Crocs' first concept store in Hong Kong, customers will get a limited edition of the Hong Kong Flag Jibbitz for free with every shoe purchase from 1 July 2007, while stock lasts.



Crocs Concept Store Address:

G/F, 22 Wellington Street, Central, Hong Kong

Tel: 2810 0469

Trading Hours: 1100-2100

Website: [www.crocs.com.hk](http://www.crocs.com.hk)

Crocs is also using this opening as an opportunity to introduce its first high-heeled shoe, 'Sassari', as part of its Summer 2007 collection.

With a sleek, retro-inspired design, the Sassari (MSRP: HK\$328) boasts a prominent wedge heel and the foot bed is made of Crocs patented Croslite™ material.



The shoe, available in women's sizes 4-12, makes a colorful statement and comes in ten different two-tone styles from Crocs' latest seasonal color palette including celery, sea foam, gold and silver.

"The high-heeled Sassari is the first feminine lady's shoes for Crocs and adds a new dimension to our wide range of fashion and comfort footwear," said Charles Chan, General Manager of Crocs Hong Kong.

"We consulted with our newly acquired design firm EXO Italia on our latest Spring collection, in order to take a bold step to increase the versatility of our shoes and the options for our customers with refreshing and innovative designs. We are absolutely delighted with the results for the Sassari."

The unique Croslite™ material is a non-marking, anti-microbial proprietary closed-cell resin from which all of Crocs' shoes are constructed. The foot bed conforms to the shape of the foot creating a customized fit and provides ultimate comfort while the circulation nubs stimulate blood flow.



Showcased by retailers from 28 June 2007, the Sassari will be available at: -

Crocs Concept Store	G/F, 22 Wellington Street, Central, Hong Kong	Tel: 2810 0469
Crocs Citistore	T4 2/F, Tsuen Wan Citistore, City Landmark II, Tsuen Wan	Tel: 2149 6240
City'super	Harbour City, Level 3, Tsim Sha Tsui, Kowloon	Tel: 2375 8222
Catalog	Shop UG29, Level UG, Festival Walk, Kowloon Tong, Kowloon	Tel: 2265 8825

**About Crocs, Inc:**

Crocs, Inc. is a rapidly growing designer, manufacturer and retailer of footwear for men, women and children under the Crocs™ brand.

All Crocs™ brand shoes feature Crocs' proprietary closed-cell resin, Croslite™, which represents a substantial innovation in footwear. The Croslite™ material enables us to produce soft, comfortable, lightweight, superior-gripping, non-marking and odor-resistant shoes. These unique elements make Crocs™ footwear ideal for casual wear, as well as for professional and recreational uses such as boating, hiking, hospitality and gardening. The versatile use of the material has enabled us to successfully market our products to a broad range of consumers.

In 2006, the company acquired Jibbitz LLC, a unique accessory brand with colorful snap-on products specifically suited for Crocs™ shoes. Today, more than 400 Jibbitz designs are available to consumers for personalizing and customizing their Crocs™ footwear.

Crocs™ are sold in more than 70 countries and come in a wide array of colors and styles. Please visit [www.crocs.com](http://www.crocs.com) for additional information.