

Contact: Rachel Johnson, NSBC
Phone: (703) 361-4294
Email: outreach@safeboatingcouncil.org

FOR IMMEDIATE RELEASE

**National Safe Boating Council and Sperry Top-Sider® Partner to Promote
National Safe Boating Week, Safer Boating in 2012**

Bristow, VA (May 1, 2012) – The National Safe Boating Council (NSBC) is proud to announce that it will once again partner with Sperry Top-Sider for National Safe Boating Week, May 19 – 25, 2012. The NSBC has recognized Sperry Top-Sider as the Official Footwear of the National Safe Boating Council since 2006, making this the seventh year that the NSBC and Sperry Top-Sider have officially joined efforts to promote safe boating and education throughout the country.

“The National Safe Boating Council is happy that we could once again partner with Sperry Top-Sider to not only promote National Safe Boating Week, but the efforts of safer boating as well,” remarks Virgil Chambers, Executive Director of the NSBC. “Sperry’s generosity and support of the NSBC has positively impacted the boating community by allowing our organization to further develop programs and training through their efforts, support and donations.”

Beginning on May 19 and extending through National Safe Boating Week 2012 (ending May 25), Sperry Top-Sider will offer a 10% discount on all purchases made on www.sperrytopsider.com and donate a portion of the proceeds to the NSBC. Customers should log on to www.sperrytopsider.com and enter the promotional code SAFETY during checkout to receive their special discount and contribute towards the cause.

“We are excited to provide support for the NSBC during National Safe Boating Week,” said Craig Reingold, President, Sperry Top-Sider. “The NSBC continues to communicate the important message of boating safety to the recreational boating public not only during National Safe Boating Week, but all year round.”

Please join the National Safe Boating Council and Sperry Top-Sider to make this National Safe Boating Week even more memorable. During NSBW, make sure to visit www.SperryTopSider.com to purchase your gear and help promote safer boating!

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About the National Safe Boating Council

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit www.SafeBoatingCouncil.org.

About Sperry Top-Sider

Since 1935, Sperry Top-Sider® has been the leading brand of footwear for those with a Passion for the Sea. From its introduction of the world's first boat shoe, which features the first siped rubber outsole for non-marking traction, to advanced technical fabrication to combat the elements, Sperry Top-Sider remains the vanguard of the nautical lifestyle. Available at brand retail locations, independent, marine, outdoor and department stores, Sperry Top-Sider is the official footwear of the US Sailing Team Sperry Top-Sider, the Sperry Top-Sider NOOD Regattas, the US Sailing Association, Aberdeen Asset Management Cowes Race Week, the Salt Water Sportsman Seminar Series and the National Safe Boating Council. Sperry Top-Sider also supports Team Sperry, a group of global athletes, many of whom will compete in the sailing events of the 2012 Olympic Games.

Based in historic Lexington, Massachusetts, Sperry Top-Sider® is a division of Collective Brands Performance + Lifestyle Group, a subsidiary of Collective Brands, Inc. (NYSE:PSS). For more information, please visit www.sperrytopsider.com.