

IMMEDIATE PRESS RELEASE
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**WEYCO SIGNS LICENSEE AGREEMENT FOR DISTRIBUTION OF
FLORSHEIM IN JAPAN**

Weyco Group has signed an exclusive licensing agreement with Asahi Corporation to manufacture, import and market Florsheim Shoe products exclusively in Japan.

Footwear sales are set to begin this spring at the Shinjuku branch of the Keio Department Store with expansion into additional department stores and specialty shops later this year.

“We are very pleased to form a partnership with Asahi Corporation”, stated John Florsheim, President and COO of Weyco Group, Inc. “Given Florsheim’s success in numerous markets overseas, we believe there is significant long term potential to further develop the brand in Japan”.

Asahi Corporation, based in Kurume, is a leading manufacturer and marketer of footwear in Japan. Weyco Group based in Milwaukee, Wisconsin sells men’s footwear in the U.S. under the Florsheim, Stacy Adams, Nunn Bush and Brass Boot brands.