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FIND YOUR VINTAGE SOLE WITH FOSSIL SHOES

Richardson, TX, June 29, 2009 – Fossil, Inc. (NASDAQ: FOSL) announced today the fall launch of the Fossil® Men's and Women's Shoe Collections in select Fossil Accessory and Apparel stores this August 10th in the US and worldwide.

"Men's and Women's Shoes are a logical extension of the Fossil Brand. It connects Fossil and the consumer in an emotional transaction. It completes the idea of a head-to-toe opportunity for Fossil as a casual full-lifestyle brand and now is available in the inviting space of our Fossil stores." says Scott Mildén, Creative Director of Shoes for Fossil.

The Women's line includes vintage-inspired flats, boots, heels, and wedges, while the Men's line features sport-court sneakers, authentic casuals, and dress classics. Hand-crafted from fine full grain leather, nubuck, and suede, each style features a variety of details inspired by authentic vintage shoe designs. Special attention has been paid to fit and comfort, ensuring that each style is flexible and comes equipped with all the cushioning that today's consumer expects. The distinctive color combinations, architectural details, and unique graphics follow Fossil's original modern vintage design aesthetic. Each style showcases the creativity and design versatility that has defined the Fossil brand since its inception twenty-five years ago.

"We are very excited to launch the Women's and Men's Shoe Collections. Our store environment provides the perfect foundation for showcasing the breadth of Fossil product and is an excellent backdrop for the collections. The atmosphere of the store is comfortable and inviting, with an authentic look that is reflected in the Shoes," said Jennifer Pritchard, President of the Fossil Retail Division.

Fossil Men's and Women's Shoe Collections will be available at select Fossil Accessory and Clothing stores nationwide, as well as in select department stores, boutiques and online retailers. Shoes will also be available for purchase from the Fossil retail catalog and at www.fossil.com starting July 13th. Retail prices for both collections range from \$68.00 to 225.00 USD.

About Fossil

Fossil is a global design, marketing and distribution company that specializes in consumer fashion accessories. The Company's principal offerings include an extensive line of men's and women's fashion watches and jewelry sold under proprietary and licensed brands, handbags, small leather goods, belts, sunglasses, and apparel. In the watch and jewelry product category, the Company's offerings include a diverse portfolio of globally recognized proprietary and licensed brand names under which its products are marketed. The Company's extensive range of accessory products, brands, distribution channels and price points allows it to target style-conscious consumers across a wide age spectrum on a global basis. The Company's products are sold to department stores, specialty retail stores, and specialty watch and jewelry stores in the U.S. and in over 100 countries worldwide through 23 company-owned foreign sales subsidiaries and a network of 56 independent distributors. The Company also distributes its products in more than 300 company owned and operated retail stores and through the Company's e-commerce website at www.fossil.com, where certain product, press release and SEC filing information concerning the Company is also available.

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