

FOR IMMEDIATE RELEASE

FOSSIL ANNOUNCES “ONE SUNNY DAY” PHOTO CONTEST

Richardson, TX, April 21, 2009 – Fossil is pleased to announce the launch of its first web-based interactive photo contest, “One Sunny Day”. Visitors are invited to submit a photograph depicting their best summer memory and write the story behind it.

Contestants that submit an entry online at www.fossil.com/photo between May 1st and June 1st, 2009 will be eligible to win one of three vintage-inspired Fossil product prize packages. The top three winners will be featured on the Fossil website for the remainder of the summer campaign.

Visitors to the website can vote for their favorite entry between June 3rd and June 17th. Winners will be announced June 23rd, 2009.

For more information on the contest rules, starting May 1st, please visit www.fossil.com/photo.

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, cold weather products, footwear 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 approximately 59 independent distributors. The Company also distributes its products in over 320 company owned and operated retail stores and through international e-commerce websites and the Company's U.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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