



## FOSSIL CELEBRATES 25TH ANNIVERSARY WITH CUSTOM GIBSON GUITAR

**Richardson, TX, August 25<sup>th</sup>, 2009** – To celebrate its 25<sup>th</sup> anniversary this fall, Fossil Inc. has partnered with Gibson Guitar to create a vintage-inspired limited edition guitar, available for purchase beginning on September 7<sup>th</sup>, 2009.

The custom instrument merges the ES335, an iconic body known for its use by the early legends of blues, R&B, and rockabilly, with the renowned Firebird neck, popular for its unique modern-influenced design. The guitar, hand numbered and limited to 25 pieces, features the Fossil 25<sup>th</sup> Anniversary seal on the pick guard and a vintage sunburst finish in an homage to the brand's vintage graphic heritage. A hard shell case, also featuring the 25<sup>th</sup> anniversary seal, comes with every guitar.

The first instrument, serial 001, will be featured in Fossil's upcoming late fall catalog, due in homes on September 9th. Subsequent sales of the remaining 24 guitars will be available through an exclusive partnership with Wildwood Guitars (<http://wildwoodguitars.com/>).

"Wildwood Guitars is excited to be a part of the celebration of 25 wonderful years for Fossil. We relish the opportunity to be involved in this unique partnership between Fossil and Gibson Guitars, and we are honored to be able to sell these fabulous guitars as a part of the history of the Fossil brand" says Steve Mesple, owner of Wildwood Guitars.

Fossil's 25<sup>th</sup> anniversary coincides with its *Vintage Revival* campaign, a celebration of the vintage-inspired style that first garnered the brand its widespread popularity and success. Throughout the fall season, Fossil will continue to celebrate this landmark anniversary with other limited edition products, a series of reissued watch styles from Fossil's early history, and a graphic heritage documenting the evolution of the brand's visual style.

Visit [www.fossil.com](http://www.fossil.com) to learn more about *Vintage Revival* and the history of the Fossil brand.

### Technical Specifications

The ES335 body features a plain maple top, back, and rims; single-ply cream binding; nickel hardware; and an ABR-1 bridge with a lightweight aluminum stopbar tailpiece. The one-piece neck is mahogany with long tenons, a 22 fret rosewood fingerboard, pearloid dot inlays, and single-ply cream binding. The 1959 neck profile also features a stinger on the back of the headstock and banjo-style tuners. The guitar's electronic package features '57 classic humbucking pickups; a two-volume, two-tone, three-way selector switch; and vintage reissue .010 strings.

(more)

**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 accessories 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 59 independent distributors. The Company also distributes its products in over 300 company owned and operated retail stores and through international e-commerce websites and the Company's U.S. ecommerce website at [www.fossil.com](http://www.fossil.com), where certain product, press release and SEC filing information concerning the Company is also available.

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