



FOSSIL CELEBRATES 25TH ANNIVERSARY

Richardson, TX, July 20, 2009 – Fossil, Inc. is pleased to announce its 25th anniversary celebration this year. The brand will launch a commemorative campaign this fall 2009, documenting the evolution of the brand through a series of reissued products, graphic histories, and in-store events.

The anniversary coincides with Fossil's *Vintage Revival* campaign, a celebration of the vintage-inspired style that first garnered the brand its widespread popularity and success. To promote this vintage heritage and anniversary, Fossil is launching a new addition to its ecommerce website (www.fossil.com) entitled *Fossil Finds*. This section will house a group of special and limited edition items including vintage and vintage-inspired objects, books, and fashion accessories, hand-selected by designers and art directors within the company. Among these celebrated items is a Gibson Limited Edition 25th anniversary guitar that will be available for purchase beginning on September 7th, 2009. The guitar, hand numbered and limited to 25 pieces, will feature the Fossil 25th Anniversary seal on the pick guard and an antique starburst design in an homage to the brand's vintage graphic heritage. Also available for purchase among the *Fossil Finds* is an authentic 1966 Vespa scooter, making its Fossil debut in the Fall I catalog (in homes July 24th, 2009). The vehicle has been fully restored by the same renowned artist responsible for the Vespa featured in the Art of the Motorcycle exhibit at the Guggenheim Museum. To further increase its vintage appeal, Fossil had the vehicle pinstriped *by hand*, a tradition that dates back to early automotive culture. (The scooter will be available for purchase beginning July 17th, 2009.)

At the center of Fossil's *Vintage Revival* campaign are a series of reissued watch styles resurrected from Fossil's early watch history. The *Paratrooper*, *Water Watch*, and *Sundial* are just a few of the iconic designs that first defined the eclectic style of the brand and gained Fossil its early success in the marketplace. Leveraging the technical innovations that have emerged over the past 25 years, Fossil is re-issuing these styles in modern forms that are complementary to the brand's current assortment.

Throughout the fall season, Fossil will also host a series of events inviting customers into Fossil retail stores worldwide to celebrate this landmark anniversary. For more information regarding dates and locations, visit www.facebook.com/fossil beginning August 2nd, 2009.

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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