

# FOSSIL GROUP

901 S. Central Expressway, Richardson, TX 75080

## FOSSIL GROUP TO SUPPORT GOOGLE'S EXTENSION OF ANDROID INTO WEARABLES

### GLOBAL FASHION RETAIL COMPANY TO LAUNCH FASHIONABLE WEARABLE TECHNOLOGY DEVICES

**Richardson, TX, March 18, 2014** – Fossil Group, Inc. (NASDAQ: FOSL) announced today they are working together with Google supporting the extension of Android into wearables with Android Wear. As part of the launch, Google also announced the release of a Developer Preview of Android Wear, helping them build rich wearable experiences for their existing Android apps.

Fossil Group is a \$3.3 billion global fashion accessories business with a portfolio of brands that includes many of the premier fashion and global lifestyle brands in the world. “We are an innovation and design-driven company that creates watches, jewelry and handbags that our customers fall in love with every day,” said Greg McKelvey, Chief Strategy & Marketing Officer for Fossil Group. “We believe we are uniquely positioned to develop and bring to market products for our fashion customers that marry the beauty of our designs, the promise of our brands and now the function of new technology. Although still very much in the formative research and development stage, we are committed to playing an active role in the push toward wearable technology and helping to shape the fusion of fashion and technology.”

#### **About Fossil Group, Inc.**

Fossil Group, Inc. is a global design, marketing and distribution company that specializes in consumer lifestyle and fashion accessories. The Company's principal offerings include an extensive line of men's and women's fashion watches and jewelry sold under a diverse portfolio of proprietary and licensed brands, handbags, small leather goods, accessories and clothing. The Company's products are sold to department stores, specialty retail stores and specialty watch and jewelry stores in the U.S. and in approximately 130 countries worldwide through approximately 25 Company-owned foreign sales subsidiaries and a network of over 60 independent distributors. The Company also distributes its products in over 540 Company-owned and operated retail stores, through its international e-commerce websites and through the Company's U.S. e-commerce website at [www.fossil.com](http://www.fossil.com). Certain press release and SEC filing information concerning the Company is also available at [www.fossilgroup.com](http://www.fossilgroup.com).

#### **Safe Harbor**

Certain statements contained herein that are not historical facts, including future earnings guidance, constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 and involve a number of risks and uncertainties. The actual results of the future events described in such forward-looking statements could differ materially from those stated in such forward-looking statements. Among the factors that could cause actual results to differ materially are: changes in economic trends and financial performance, changes in consumer demands, tastes and fashion trends, lower levels of consumer spending resulting from a general economic downturn, shifts in market demand resulting in inventory risks, changes in foreign currency exchange rates, and the outcome of current and possible future litigation, as well as the risks and uncertainties set forth in the Company's Annual Report on Form 10-K for the fiscal year ended December 28, 2013 filed with the Securities and Exchange Commission (the “SEC”).

#### **MEDIA CONTACT:**

ERIN PATTON

GLOBAL DIRECTOR OF PUBLIC RELATIONS

972.889.5805 (OFFICE)

469.348.5885 (MOBILE)

EPATTON@FOSSIL.COM

###