



## FOSSIL HOSTS GLOBAL 25<sup>th</sup> ANNIVERSARY EVENT ON SEPTEMBER 10<sup>TH</sup>, 2009

**Richardson, TX, August 11, 2009** - To celebrate its 25<sup>th</sup> anniversary this fall, Fossil is holding an all-day global event on September 10<sup>th</sup>, 2009. Consumers are invited into any full-priced Fossil accessory or apparel location on this day to browse the brand's latest collections, enjoy vintage-inspired refreshments, and enter for the chance to win a variety of Fossil prizes.

These locations will be hosting a raffle at 25 minutes after the hour, every hour during the store's hours of operation for a chance to win Fossil gift certificates ranging in value from \$50 to \$200. Visitors can also enjoy a selection of nostalgic candy. All of the brand's latest product assortment will be on display, and guests will receive a vintage-inspired 25<sup>th</sup> anniversary journal free with any purchase (while supplies last).

Featured locations\* will also be raffling off a limited edition John Lennon Epiphone guitar. Visitors to these limited locations can also receive free watch engraving.

The event coincides with Vogue Magazine's Fashion Night Out, a global initiative that aims to generate interest in consumer fashion. Fossil retail locations in New York City and London will join in this event as part of the 25<sup>th</sup> anniversary celebration.

The anniversary is a part of Fossil's *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 special and 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. Many of Fossil's valued retail partners will also be participating with events and promotions during this same period.

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

\*United States locations include New York 34<sup>th</sup> Street, New York Times Square, and New York 5<sup>th</sup> Avenue. Europe locations include Oxford Street, Köln Hohe Strasse, London Covent Garden, Paris Les Halles (engraving only), Frankfurt, Berlin Friedrichstrasse, and Austria Wien Graben. Asia Pac locations include Singapore Ion Orchard and Shinsaibashi.

### **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](http://www.fossil.com), where certain product, press release and SEC filing information concerning the Company is also available.

###