

FOSSIL GROUP, INC. TO LAUNCH MORE THAN 100 WEARABLES IN 2016

Multiple Owned and Licensed Brands to Bring Activity Trackers and Smart Watches to Market This Year

LAS VEGAS – January 5, 2016 – Fossil Group (NASDAQ: FOSL) will launch more than 100 connected devices in 2016, the company announced today from the 2016 Consumer Electronics Show (CES) in Las Vegas.

“We successfully launched wearables with one brand and 10 styles in 2015 and quickly ramped up to launch wearables for several brands in more than 100 styles in 2016,” said Greg McKelvey, chief strategy and digital officer, Fossil Group. “Bringing Fossil Q to market helped us identify additional opportunity, and based on the positive consumer response, we are going big this year. Our retail partners will see the power of Fossil Group’s scale and consumers will see the variety of functionality, style, colors and brands they desire.”

The new products will include activity trackers and smart watches for many brands. Misfit, the wearable technology brand Fossil Group acquired in November 2015, will also launch new, innovative types of connected devices. The Misfit and Fossil brands will feature new wearables throughout the year. Fossil Group will launch new products throughout 2016, and all 100 styles will be available by Holiday 2016.

Operating in both the fashion and tech industries, Fossil Group is uniquely positioned to produce a broad variety of connected products that appeal to both fashion and consumer electronics channels. The positive impact of the expanded product offerings enables Fossil Group to add 20,000 distribution points, nearly doubling points of sale in early 2016. The company and its brands will now have more than 50,000 total points of sale, ranging from department stores to jewelry stores to big box consumer electronics retailers and more.

Fossil Group’s Preston Moxcey, general manager of Misfit, and Sonny Vu, president and chief technology officer of connected devices, will discuss the convergence of technology and fashion during CES on the [Digital Health Summit](#) panel “From Geek to Chic: Digital Health Goes Mainstream” at 9:10 a.m., Fri. Jan. 8, at the Venetian, level 4, Lando 4304.

The company’s Fossil and Misfit brands also announced app upgrades, activity trackers, a smart watch and other new wearable devices at CES. More details are available here: [press releases](#). (Fossil Group’s Fossil and Misfit brands will exhibit in the Sands Expo and Convention Center – Tech West – booth #73923 and #73928.)

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 and accessories. 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 150 countries worldwide through 23 company-owned foreign sales subsidiaries and a network of

approximately 75 independent distributors. The Company also distributes its products in over 600 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. Certain press release and SEC filing information concerning the Company is also available at www.fossilgroup.com.

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