

## Looney Tunes strike it big with kids of all ages

**L**ike baseball, hot dogs and apple pie, what could be more American than those classic animated stars of the silver screen — the Looney Tunes cartoon characters — who, for more than 50 years, have stimulated the senses, lifted the spirits and extracted laughter from loyal fans across America?

That cunning, sly rabbit, Bugs Bunny...the Tasmanian Devil's electrifying grin...the ongoing stalking of an innocent Tweety Bird by b-boy Sylvester. The passion for these entertaining rascals is still alive and going strong. Fans young and old still switch on the tube and dare not miss one exciting rerun of the crazy, colorful "That's All Folks!" that brings to mind simpler, more carefree times.

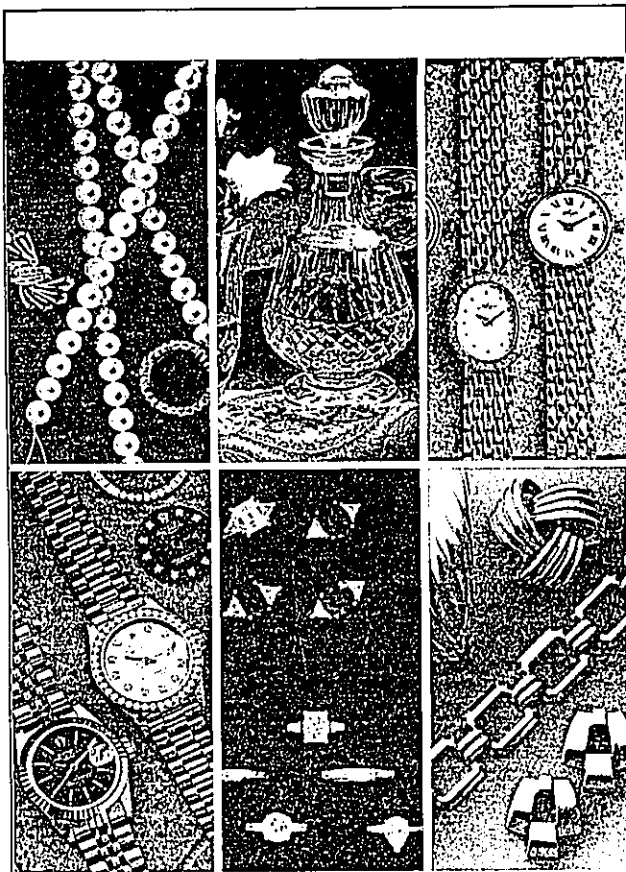
These magical characters are wildly popular due to their cleverness, intelligence, persistence in the face of adversity and most of all, because they're fun. Today, they are stars of more than just the silver screen. They're showing up as memorabilia all over the place, including

the classic Keds footwear.

So, "What's up, Doc?" Well, picture the Tasmanian Devil slam-dunking on the quarter of a high-top. Bugs going to the beach or Tweety winking on the side of a lace-to-toe shoe. These and the rest of their entertaining sidekicks — Marvin the Martian, Road Runner and Daffy Duck — will grace some of Keds' classic styles in time for Christmas.

"We are pleased to bring the sneakers and the characters that America grew up with together for the first time," says Meg Whitman, senior VP of marketing and product development for Keds. "And because Looney Tunes appeal to such a wide range of consumers, we will have styles for women and children of all ages."

The Looney Tunes Keds will include colorful embroidered characters on low- and high-top lace-to-toe and CVO silhouettes. All the styles in the collection will come with foxing tape embossed with "Looney Tunes" and molded outsoles reading, of course, "That's All Folks!"



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