



The Hague, Holland – August 7, 2009 – Robin Akeroyd, Managing Director of Crocs Europe, comments on quarter 2 earnings.

“We are completely free of bank debt and have \$77.5 million in cash and cash equivalents. We are on track with re-structuring activities in Europe necessary due to the economic downturn, a previous high growth spiral and sufferings from parallel imports and knock-offs. Where the focus has been in the past on operations to meet growing demand, we have refocused on product development, customer service, marketing and sales. Our new financial position allows us to invest in these key areas.”

Akeroyd further states: “Though revenue streams in Europe have decreased - this summer Crocs continued to be highly visible throughout Europe. We are encouraged with our sell-through results of our spring/summer 09 collection and by the many Crocs fans that have signed up to become Crocs fan of the year www.crocs.eu/crocsfan. The new collection for next summer has already received strong feedback from our retailers on the various tradeshows throughout Europe. This provides us with continued confidence in the future of our brand. We will focus our core efforts and resources on expanding the relationship with our valued wholesale customer.”

“We have a diverse collection of more than 120 footwear styles such as sandals, boots, heels and wedges and flats worn by over 100 million happy feet worldwide. We are continuing to innovate within our product creation process to further verify that Crocs™ has a sustainable proposition within the global footwear market.”