

Teva Reconnects With Switchfoot to Launch illkm A New Flip-Flop Lighting The Way

May 25, 2010 (Goleta, Calif.) Originally inspired by early morning surfing 'dawn patrols,' adventure brand Teva® (a division of Deckers Outdoor Corporation, NASDAQGS: DECK) is proud to bring its innovative new flip-flop, the illkm, to life with a little help from some friends, multi-platinum rock band Switchfoot.

Teva's relationship with Switchfoot kicked off back in 2009 with the release of 'The Nativist.' From here, the connection continued through a mutual love of water and together they worked on the production of a new video for the illkm. As passionate surfers themselves, the band members are seen in the video journeying from their house to the break as they prepare for their dawn patrol session. We wanted to capture the adventure and camaraderie of the early morning trek to the beach and immediately thought of Switchfoot, states Liz Ferrin, Teva Global Branded Content Manager.

The illkm project has been an inspiration for our team by blurring the lines between performance innovation and casual lifestyle, says Lucas Martinez, Teva's Creative Development Coordinator. Whether you're heading out to surf before daybreak like the Switchfoot guys, or the proverbial midnight trek from your tent, the illkm seamlessly fuses practicality, performance and style into a great all-around flip.

The illkm features a detachable, waterproof LED Pedlamp that projects a bright 10-foot beam. The Pedlamp is waterproof to three feet, has an eight-hour replaceable battery and it detaches to fit on a handy keychain when not needed. More importantly, the illkm is built upon the most comfortable sandal platform Teva has ever developed, with a cushy, contoured footbed, a super soft, water friendly Trek Dry microfiber lining and a sticky Spider365® rubber outsole.

Beyond the video release, Teva will also join Switchfoot as they host their sixth annual Switchfoot Bro-Am event on June 26th in Encinitas, CA. Last year's Bro-Am was the most successful to date, drawing over 7,000 attendees and raising close to \$100,000 for the local chapter of Standup for Kids, a non-profit committed to the rescue of homeless and street kids. Attendees of this year's free beach event will get a firsthand look at Teva's new surf-inspired flip flop at the Teva Blackout after party.

We are so thrilled to have an ongoing relationship with Teva who will be supporting our 6th annual charity surf/music event, Bro-Am. Teva has always proven to share in our love of the outdoors and community. They make products that think about their consumers' needs and are a socially conscious company, notes Chad Butler, Switchfoot drummer.

The illkm is available for U.S. distribution through specialty retailers and teva.com in men's and women's sizes in a regular version (MSRP \$50) or a waterproof nubuck leather version (MSRP \$60).

For more information on Teva or the illkm, please contact Ian Anderson at 970-963-4873 ext. 117 or via e-mail at ian@backbonemedia.net