



Wolverine Worldwide Partners with Precision Dialogue to Improve Customer Engagement Strategy

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In a new multi-year agreement, Precision Dialogue will provide enterprise data management and a clearer, single customer view to Wolverine's global performance and lifestyle brands.

CLEVELAND--(BUSINESS WIRE)-- Precision Dialogue, an RR Donnelley company (RRD) (NYSE:RRD), today announced the signing of a new multi-year agreement with Wolverine Worldwide, one of the world's leading marketers of branded footwear and apparel. Precision Dialogue will serve as the company's consumer engagement strategy firm.

Founded in 1883 in Rockford, Michigan, Wolverine Worldwide's current portfolio features popular footwear and apparel brands, including: Wolverine®, Hush Puppies®, Sperry®, Keds® and Chaco®.

"At Wolverine Worldwide, we were looking for a reliable, scalable and measurable solution – serving our family of brands," said Danielle Leveille, director of consumer relationship management. "During the selection process, it became clear Precision Dialogue's consumer-centric solutions provided an answer to the major objectives we presented: unifying customer data on an enterprise level and enabling alignment around a strong consumer engagement strategy."

Moving forward, Precision Dialogue will provide the following solutions for Wolverine Worldwide:

- **A marketing data warehouse** to hold multi-branded, global consumer, transactional, and behavioral data securely and provide a single view of the consumer.
- **Customer identity resolution and integration** with multiple digital and direct marketing channels.
- **Analytical support** including brand and enterprise segmentation, predictive analytics, modeling, value optimization, attribution, and forecasting for strategic targeting for online and offline media.
- **Strategic consulting** to deliver on the goal of relevant marketing communications across all consumer touchpoints.

"Precision Dialogue is thrilled to partner with Wolverine Worldwide, a company with an established global footprint and diverse brand portfolio," said Todd Thompson, executive vice president, Precision Dialogue. "Our consumer engagement services are built within a strategy framework of three core elements – information, insights and interactions. This strategy-first approach aligns perfectly with Wolverine's immediate business goals, while also supporting their long term vision."

ABOUT PRECISION DIALOGUE

Precision Dialogue is an analytics-driven, multi-channel customer engagement firm. The company leverages customer insights, interactions and information to drive relevant communications, with the goal of improving marketing ROI. Working with some of the world's most respected brands, Precision Dialogue is a new breed of 1:1 marketing firm. The company combines the data acumen of traditional marketing service providers with the analytical sophistication of leading consulting organizations, and the integrated, multi-channel delivery of direct/digital marketing firms.

With offices in Chicago, Cleveland and Indianapolis, Precision Dialogue strives to foster an environment where associates are inspired and challenged to deliver best-in-class marketing services. For additional information,

please visit www.precisiondialogue.com or call 877-332-9222.

ABOUT WOLVERINE WORLDWIDE

With a commitment to service and product excellence, Wolverine Worldwide, Inc. is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel. The Company's portfolio of highly recognized brands includes: Merrell®, Sperry®, Hush Puppies®, Saucony®, Wolverine®, Keds®, Stride Rite®, Sebago®, Chaco®, Bates®, HYTEST®, and Soft Style®. The Company also is the global footwear licensee of popular brands including Cat®, Harley-Davidson®. The Company's products are carried by leading retailers in the U.S. and globally in approximately 200 countries and territories. For additional information, please visit our website, www.wolverineworldwide.com.

ABOUT RRD

RRD is a leading global provider of integrated multichannel marketing and business communications solutions. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to effectively create, manage, deliver and optimize their multichannel communications strategies.

For more information, visit our website at <http://www.rrd.com/>

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