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### **Birki's Names Mangione Vice President Sales and Marketing**

*Footwear Executive Will Lead Brand Presence Within Trade and Consumer Channels*

NOVATO, CA – SEPT. 24, 2009 – Birki's, the colorful, active brand that designs footwear to support your lifestyle, has appointed Robert Mangione as its Vice President of Sales and Marketing. In this newly created position, Mangione will lead programs to strengthen brand positioning with existing customers, and drive growth in new trade and consumer channels. He will be based at the company's US headquarters in Novato, CA.

"Birki's has real brand equity amongst retailers and consumers, and there's incredible opportunity for stronger placement due to the brand's continued product innovations," said Mangione. "Our collection impacts many market segments and we've only just begun to realize the brand's full potential in these areas."

From durable, slip-resistant polyurethane clogs, to stylish cork-based sandals, to colorful water sandals for the pool and spa, Birki's has the styling that covers both personal and professional lifestyles. For the 2010 season Birki's introduced an exciting new Disney® by Birki's collection of clogs and sandals, new two-tone Soft-Base® soles, and an international partnership with DKMS ([www.dkmsamericas.org](http://www.dkmsamericas.org)).

Mangione brings to Birki's an extensive background in both the footwear and apparel categories. Most recently, he served as senior vice president at Piloti where he led an innovative launch for footwear designed to take elements of both motorsports and car culture interpreted into sport casual footwear. Previously, Mangione was vice president of US Sales for Global Brand Marketing (GBMI), where he was responsible for both the Diesel and Nautica brands. He has held senior sales positions at Sperry and Prince Mfg. His sales staff includes Director of Sales Daniel Silver, and an inside sales team based in Novato, CA, and territory managers in five key geographic regions throughout the US.

Birki's is a recognized leader in manufacturing quality, comfortable footwear for any professional or leisure time occasion. An independent company distributed through L+L Logic and Logistics LP, Birki's and Birki-Kids are quality shoes made in Germany, utilizing centuries of Birkenstock family traditions, research and development. With world headquarters in Vettelschoss, Germany and U.S. headquarters in Novato, CA, Birki's and Birki-Kids are sold through retailers and wholesalers in more than 85 countries worldwide, including the U.S., Canada, Japan, Taiwan, Hong Kong and all of Europe.