

COBIAN LAUNCHES ENDLESS COMFORT™ GUARANTEE PROGRAM

San Diego, California (March 28, 2016) - Cobian Footwear is excited to launch an industry first warranty program called Endless Comfort™. When customers register their new Cobian footwear within 30 days of purchase, they will be covered by the Endless Comfort™ Guarantee; an ***extended warranty*** that goes well beyond Cobian's 12-month standard guarantee against product defects or workmanship.

"To my knowledge, no one else in our industry has a warranty that even comes close," says Cobian VP of Sales & Marketing Aubrey Kuepper. "Most sandal brands offer relatively, spartan guarantees with wide ranging exclusions seemingly designed to limit what actually qualifies as a covered claim. Additionally, these guarantees typically range from 30 days to one year; which due to the climate in most parts of the country means that the sandal has been worn for a very brief period of time before the warranty becomes obsolete. Since Cobian goes to great lengths designing quality and durability into its footwear, it was important for us to establish an unrivaled guarantee so we can provide sandal lovers everywhere with the confidence that their Cobian footwear is not only the most comfortable but they will be enjoying them for years to come."

Here's How the Program Works:

First, register any new pair of Cobian's at CobianUSA.com/EndlessComfort within 30 days of purchase. Once registered, if at any time after 12 months from the date of purchase, a customer is not 100% satisfied with the comfort of their Cobian footwear, they can submit a claim for Cobian's review. If the claim stems from a defect or production flaw, Cobian will automatically replace the customer's footwear with the same or like-kind quality. If the claim stems from normal wear and tear, misuse or even abuse (which are not covered by other brands), Cobian at its discretion will either replace the damaged product for free, *or* offer the customer up to 50% off retail on the replacement. Either way, the customer will be able to register their new pair of Cobian's in the Endless Comfort™ program and start the process all over – hence "Endless Comfort™".

The Endless Comfort Guarantee Benefits Authorized Cobian Dealers as Well:

- Dealers can confidently recommend Cobian to their customers as a leading sandal brand with the best warranty.
- Retailers avoid dealing directly with any customer warranty hassles.
- Dealers will have access to registered warranty information of their customers.
- If an Endless Comfort Guarantee claim ever results in a discounted sale to a customer (as compared to a straight replacement), Cobian will credit the dealer with a merchandise credit equal to the msrp less the sale price.

Top 100 Action Sports retailer Mark Richards from Val's Surf Shop had this to say about the Endless Comfort™ program, "Cobian has always been a top-selling brand at Val's and their new guarantee just takes it to a whole new level. We are excited to offer it to our customers."

The full program launches with Cobian retailers this week.
For more information, visit www.CobianUSA.com/EndlessComfort



About Cobian

Cobian Footwear was founded in 1995 to provide customers with the highest level of comfort available in the casual footwear market. At Cobian, we believe that in the walk of life Every Step Matters. Moreover, it is our mission to align ourselves with others who believe and act on the same principle. From our employees, ambassadors, suppliers, affiliates, retail partners and more; we encourage you to participate in our #EveryStepMatters campaign. Together, we can make a difference in the lives of others and enrich the world we live in. For more information, visit www.CobianUSA.com .