



KEEN on NORTH

Socially conscientious and environmentally responsive design company chooses NORTH as its creative agency

Portland, OR – August 26, 2010 – Outdoor brand KEEN, Inc., a recognized innovator in footwear, socks, and bags for an active lifestyle, has selected NORTH as its creative agency-of-record after a two-month agency review.

NORTH will be KEEN's creative and strategic partner, responsible for planning and executing brand communications that redefine how the company engages new audiences in the digital and natural worlds. As the creative agency of record, NORTH will provide full-service creative direction—brand strategy, creative development and connections planning across the full media spectrum of print, digital and the social web. The first work is expected to appear in early 2011.

Phyllis Grove, VP of Marketing at KEEN says, “We wanted to leverage Portland’s creative community and we found in NORTH the ideal combination of experience with iconic brands to help KEEN achieve its next growth stages and the creative capability to bring the KEEN brand to life in an authentic way.”

“We've long been fans of KEEN's products, unique design culture, social philanthropy and environmentalism. We're thrilled to now be collaborating directly with the people who are building one of the great brands on the planet,” says Mark Ray, NORTH's President.

About KEEN

KEEN Inc., manufacturer of hybrid footwear, socks and bags, is an outdoor brand that delivers innovative hybrid products, enabling outdoor enthusiasts to live an active lifestyle. Founded in 2003, KEEN was first recognized for its Newport sandal, which featured patented toe protection technology. Since then the company has been recognized for outstanding trail and casual products, and in 2010 was named one of “America’s Best Places to Work” by Outside Magazine. The company strives to demonstrate integrity and leadership, especially on social and environmental commitments, while promoting a vibrant, inclusive community that attracts all kinds of outdoor enthusiasts. Through its giving program Hybrid.Care, KEEN supports a variety of social and environmental organizations around the globe. Based in Portland, Oregon, KEEN products are available in more than 5,000 retail locations in more than 50 countries – including the United States, Canada, Australia, New Zealand, Asia, Central America, South America and Europe. To learn more, visit www.keenfootwear.com. Keep up with the ways KEEN is creating possibilities, reimagining the outdoors and caring for the world around us through the KEEN HybridLife Community by following us on Twitter (@Keen_shoes) and Facebook (facebook.com/keeninc).

About NORTH

NORTH is a brand agency and creative collective, an expeditionary force of thinkers and makers. Rooted firmly in the independent culture of Portland, Oregon, and under the leadership of industry veterans from Arnold Worldwide, Cole+Weber and Ogilvy, NORTH's single goal is to make clients famous for all the right reasons in this socially-conscious, media-agnostic world. Clients include Deschutes Brewery, Umpqua Bank, Portland General Electric, Downtown Portland, BlueCross BlueShield, Starbucks, The Right Brain Initiative and Bikes Belong. Learn more about brand engagement for the digital and natural worlds at www.NORTH.com.

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