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## **DVS Shoe Company Continues to Reposition Itself for Future Growth under New Ownership with Signing of Legendary Action Sports Athlete Brian Deegan**

**LOS ANGELES, October 23, 2012** - DVS Shoe Company, a heritage skate shoe company founded in 1995, is known for its great style, technical features and input from some of the best action sports athletes in the world. Recently acquired by Sequential Brands Group, Inc., a licensing and branding company, the DVS brand is poised to reclaim its focus and commitment to sponsoring the best athletes, events and retail stores worldwide.

Following up to its recent announcements regarding the re-signing of Daewon Song and Tory Pudwill to its skate roster of athletes, DVS Shoe Company is pleased to announce its continued partnership with elite athlete Brian Deegan, an icon in the motorsports arena.

Sequential Brands CEO Colin Dyne says, "Deegan personifies the authenticity of the DVS brand in the action sports arena. Not only is he one of the top ranked action sports athletes of all time, his history with the brand reflects our commitment to maintaining the integrity of the brand's heritage."

Deegan will wrap up the 2012 Global Rallycross Season on October 30th in Las Vegas, where he and only one other driver have a shot at taking the title. Deegan currently sits in second place, only six points behind teammate Tanner Foust. The race will, for the first time, be in conjunction with the 2012 SEMA Show – in front of the auto industry's biggest names.

Deegan, who has committed to five more years with the DVS brand, says, "I'm excited to be with DVS. I believe in the brand and it will be a strong partnership with big plans in the works!"

### **About Brian Deegan**

Motocross legend, founder of Metal Mulisha and 2011 Lucas Oil Driver of the Year, "The General" Brian Deegan is one of the most decorated action sport athletes to-date. Brian is the only rider to compete in at least one event each year since the X Games' inception, including his Bronze Medal run in X Games 18 RallyCross and his Gold Medal run in X Games 17 RallyCross. Brian continues to test the limits in FMX, Pro 2 and Pro Lite Short Course, Rally, Rally Cross and Stock Car racing - winning the Lucas Oil 2011 Pro 2 and ProLite Championships as well as the Lucas Oil 2011 Pro 2 Rookie of the Year Honors. Brian was also one of only two drivers to represent the USA at the Race of Champions in Germany in 2011. Brian is sponsored by Rockstar Energy Drink, Ford, Metal Mulisha, Lucas Oil, Makita Industrial Power Tools, MAXXIS Tires, DVS Shoe Company, Gibson Exhaust Systems, 4 Wheel Parts, Motegi Wheels, Ronin-Syndicate, Atomik R/C, MSR, Pro Taper, MYPLASH Prepaid Mastercard, Fathead, Brembo, K & N, Fortin, PPG, VP Racing Fuels, Fox Shocks, Impact by Mastercraft Safety, MSD Ignitions, California Torque Products, Impact Racing, Eibach Springs, McKenzies, and Fiberwerx.

### **About DVS**

DVS Shoe Company is driven from the pursuit of building product that embodies the sports the company athletes breathe everyday. With roots deeply embedded in skate, the company has the platform to develop truly technological products that bring the riders personalities to life. With Technology such as Bruise Control™ impact technology, Flex Feel™ ultra light outsole, Cruise Control™ cushioning system and CGT™ cold grip technology. DVS creates premium footwear, apparel and accessories for all sports. DVS has gone beyond making a mark and will continue to push the limits of action sports.

[www.dvsshoes.com](http://www.dvsshoes.com)

### **About Sequential Brands Group**

Sequential Brands Group, Inc. owns, promotes, markets, and licenses a portfolio of consumer brands that presently include William Rast®, People's Liberation® and DVS Shoe Company. The Company ensures that its brands continue to thrive and grow by employing strong brand management, design, and marketing teams. The Company has licensed and intends to license its brands in a variety of categories to retailers, wholesalers and distributors in the United States and in certain international territories. For more information please visit the Company's corporate web site at: [www.sequentialbrandsgroup.com](http://www.sequentialbrandsgroup.com)

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