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## DVS Shoe Company Signs Torey Pudwill to Its Pro Skate Team

### "T-Puds" Back with DVS on a 3-Year Deal

**LOS ANGELES, October 8, 2012** - Heritage skate-shoe company DVS continues to make bold moves to reclaim its focus as an industry leader as it announces the return of Torey Pudwill to its professional skate team. The three year endorsement deal reinforces the brand's commitment to sponsoring the best athletes, events and retailers worldwide. A DVS team rider for 10 years, Pudwill's signature shoes, the Torey & Torey 2 are among the brand's most popular, only increasing the anticipation for the third signature shoe, currently in the works.

Voted Street Skater of the Year by *Transworld Skateboarding* in 2011, Pudwill is one of the most skilled and well-liked personalities in pro skating, and is also a top competitor. With a victory at the 2012 Tampa Pro and solid skating in the Street League Championship series, Torey continues to push progression on all fronts.

"I'm happy to be a part of a company I grew up skating for. It's my roots, and now I'm motivated and dedicated to skate harder than ever !" – Torey Pudwill

Colin Dyne, CEO of Sequential Brands Group, the licensing and branding company that owns the DVS mark, says, "Torey represents both the present and future of the skate world, and we are looking forward to our continued partnership with him. He is a great asset to the DVS brand."

#### About Torey Pudwill

A native of Simi Valley, California, Torey Pudwill grew from a young ripper at the local parks to world-class pro. His mix of speed, massive pop, and technical firepower has elevated him to international renown since his debut video part in DVS' SkateMore in 2005. Follow-up parts in Dudes, Dudes, Dudes, Proof, ender in Hallelujah, and his own film Torey Pudwill's Big Bang positioned Torey at the top of the street game. Recent accomplishments include: 1st Place Tampa Pro 2012, Street Skater of the Year, TransWorld Skateboarding 2011, 1st Place - Tampa Pro, Best Trick – 2011, 3rd Place - Tampa Pro – 2011, 5th Place - Street League, Seattle – 2011.

#### About DVS

DVS Shoe Company is driven by the pursuit of building products that embody the sports our athletes live and breathe every day. With roots deeply embedded in skate, the company works as a platform to develop product technology that brings the riders' ideas and personalities to life. Developments like Bruise Control™ impact technology, Flex Feel™ ultra light outsole, Cruise Control™ cushioning system, and CGT™ cold grip technology are examples of our ~~team~~ driven technologies. DVS creates premium footwear, apparel and accessories for all sports. By constantly pushing the limits, DVS has established itself as a leader in 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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