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CHAIRMAN'S
CORRESPONDENCE UNIT

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TIMOTHY J. O'DONOVAN

Chairman of the Board
Chief Executive Officer



March 28, 2007

Chairman Christopher Cox
Commissioner Paul Atkins
Commissioner Roel Camapos
Commissioner Annette Nazareth
Commissioner Kathleen Casey
U.S. Securities and Exchange Commission
100 F Street NE
Washington, D.C. 20549

Dear Chairman and Commissioners:

I am the Chairman of the Board and Chief Executive Officer of Wolverine World Wide, Inc. Our company has been listed on the New York Stock Exchange since 1965, but our heritage dates back more than 120 years to our founding in 1883. Today, we are well known throughout the world for such iconic footwear brands as *Wolverine*®, *Hush Puppies*®, *Merrell*®, *Bates*® and *Sebago*®.

Our 1965 listing on the NYSE linked our name to the distinctive ticker symbol "WWW." Since that listing, our annual revenues have grown to more than \$1.1 billion, consumers in more than 180 countries purchase our products, and our market capitalization exceeds \$1.5 billion. We believe our connection with the NYSE, as signaled by the three-letter ticker symbol, has helped our company's image in the investing community throughout those more than 40 years.

I was concerned, therefore, to learn that NASDAQ has created confusion in the investing marketplace by trading a company using a three-character ticker symbol. NASDAQ has distinguished itself for 30 years by using four- or five-character ticker symbols. Investors easily differentiate these ticker symbols from the one- to three-character symbols used by NYSE listed companies. This easy differentiation is quite significant to Wolverine Word Wide, partly because the NYSE listing requirements are more stringent than the requirements to trade on NASDAQ.

Our customers recognize the value of our brands partly through their association with the Wolverine Word Wide name. Similarly, we believe investors recognize the value of Wolverine World Wide's more than 40 year association with the NYSE brand. The distinctive three-character ticker "WWW" is a unique symbol of that association.

Chairman and Commissioners
March 28, 2007
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NASDAQ's change in its ticker policy threatens to dilute the value that Wolverine World Wide has built over 40 years of having its three-character ticker associate with the NYSE. We believe that NASDAQ's unilateral action to change the well-established ticker naming system should not be allowed to stand, and that it is in the interest of both investors and companies to have a clear distinction between the ticker symbology used for the NYSE and NASDAQ.

Sincerely,

WOLVERINE WORLD WIDE, INC.

A handwritten signature in black ink, appearing to read "Timothy J. O'Donovan". The signature is fluid and cursive, with the first name being the most prominent.

Timothy J. O'Donovan
Chairman of the Board
Chief Executive Officer

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