

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549  
FORM 8-K

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **December 14, 2006**

**Wolverine World Wide, Inc.**  
(Exact Name of Registrant as  
Specified in its Charter)

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**001-06024**  
(Commission  
File Number)

**38-1185150**  
(IRS Employer  
Identification No.)

**9341 Courtland Drive**  
**Rockford, Michigan**  
(Address of Principal Executive Offices)

**49351**  
(Zip Code)

Registrant's telephone number, including area code: **(616) 866-5500**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**Item 5.02      Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers; Compensatory Arrangements of Certain Officers.**

On December 14, 2006, Wolverine World Wide, Inc. (the "Company") announced the appointment of Blake W. Krueger, age 53, as Chief Executive Officer of the Company to be effective as of the date of the Company's annual meeting of stockholders, currently scheduled for April 19, 2007. Mr. Krueger currently serves, and has served the Company since October 2005, as President and Chief Operating Officer, and has been a director of the Company since July 2006. Mr. Krueger previously served the Company as Executive Vice President, Secretary, and President of the Heritage Brands Group from August 2004 to October 2005. From November 2003 to August 2004, he served the Company as Executive Vice President, Secretary, and President of Caterpillar Footwear. From April 1996 to November 2003, he served the Company as Executive Vice President, General Counsel and Secretary.

Mr. O'Donovan will continue to serve the Company as Chief Executive Officer until the Company's annual meeting of stockholders.

**Item 7.01      Regulation FD Disclosure.**

On December 14, 2006, the Company issued the press release attached as Exhibit 99.1 to this Form 8-K, which is here incorporated by reference and furnished to, and not filed with, the Commission.

**Item 9.01      Financial Statements and Exhibits.**

(d) Exhibits:

99.1      Press Release dated December 14, 2006. This Exhibit is furnished to, and not filed with, the Commission.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: December 15, 2006

WOLVERINE WORLD WIDE, INC.  
(Registrant)

/s/ Kenneth A. Grady

---

Kenneth A. Grady  
General Counsel and Secretary

EXHIBIT INDEX

Exhibit Number

Document

99.1

Press Release dated November 14, 2006. This Exhibit is furnished to, and not filed with, the Commission.



WOLVERINE WORLD WIDE, INC.  
9341 Courtland Drive, Rockford, MI 49351  
Phone (616) 866-5500; FAX (616) 866-0257

---

FOR IMMEDIATE RELEASE  
CONTACT: CHRISTI COWDIN  
(616) 866-6271

## WOLVERINE WORLD WIDE, INC. ANNOUNCES CEO SUCCESSION PLAN

Rockford, Michigan, December 14, 2006 - Wolverine World Wide, Inc. (NYSE: WWW) today announced its CEO succession plan.

"I am extremely pleased to announce the appointment of Blake W. Krueger, President and COO, to the position of Chief Executive Officer to be effective at our April annual meeting of shareholders," stated Timothy J. O'Donovan, the Company's Chairman and CEO. "After a comprehensive eighteen-month succession planning process, the Board of Directors earlier today unanimously endorsed my recommendation of this promotion. I will continue as Chairman of the Board with a primary focus of working closely with Blake to further develop our current growth initiatives and identify new opportunities."

"Wolverine has the global team and infrastructure in place to continue the outstanding growth and consistent earnings performance the Company has achieved over the past five years," said Krueger. "With a 123-year history of building strong global brands, the future for the Company has never been brighter. Wolverine is on a clear path for success and poised to continue growth from both our core brands and new initiatives, while delivering an excellent return on investment for our shareholders."

Krueger currently serves as President and COO of Wolverine World Wide and has been a Director of the Company since July 2006. Previously, he served as President of the Heritage Brands Group, one of the Company's four branded global operating units where he spearheaded the successful revitalization of the global Caterpillar Footwear business that has led to significant sales and profit increases over the past several years. Prior to that position, he served for ten years as an Executive Vice President and Officer of the Company with responsibilities for the human resources, retail, business development, accessory licensing, acquisitions and legal areas.

-more-

---

As previously announced, Wolverine will be holding an Analyst Day on Monday, Dec. 18, 2006, at 12:15 p.m. EST to discuss long-term corporate strategies and new initiatives for the Company and its brand groups. The invitation-only event, intended for members of the analyst and professional investor communities, will be held in New York City. A webcast of the live event will be available to the public on the Company's website, [www.wolverineworldwide.com](http://www.wolverineworldwide.com).

To listen via the Company's website, click "Investors" in the navigation bar, then click "Webcast" from the top navigation bar of the "Investors" page, or type "[www.wolverineworldwide.com/investors\\_webcast.asp](http://www.wolverineworldwide.com/investors_webcast.asp)" into your web browser. To listen to the webcast, your computer must have Windows Media Player, which can be downloaded from the Wolverine World Wide website.

A replay of the analyst conference webcast will be available at the Company's website, [www.wolverineworldwide.com](http://www.wolverineworldwide.com), through Jan. 15, 2007.

With a commitment to service and product excellence, Wolverine World Wide, Inc. is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport and uniform footwear and apparel. The Company's portfolio of highly recognized brands includes: Bates<sup>®</sup>, Hush Puppies<sup>®</sup>, HYTEST<sup>®</sup>, Merrell<sup>®</sup> Footwear and Apparel, Sebago<sup>®</sup> and Wolverine<sup>®</sup> Footwear and Apparel. The Company is also the exclusive footwear licensee of popular brands including CAT<sup>®</sup>, Harley-Davidson<sup>®</sup> and Patagonia<sup>®</sup>. The Company's products are carried by leading retailers in the U.S. and globally in over 170 countries. For additional information, please visit our website, [www.wolverineworldwide.com](http://www.wolverineworldwide.com).

###