
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 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 9, 2003

Wolverine World Wide, Inc.
(Exact name of registrant as
specified in its charter)

Delaware
(State or other
jurisdiction of
incorporation)

1-6024
(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**

Item 7. Financial Statements and Exhibits.

(c) Exhibits:

99.1 Press Release dated December 9, 2003. This Exhibit is furnished to, and not filed with, the Commission.

Item 9. Regulation FD Disclosure.

On December 9, 2003, Wolverine World Wide, Inc. issued the press release attached as Exhibit 99.1 to this Form 8-K, which is here incorporated by reference. This Report and the Exhibit are furnished to, and not filed with, the Commission.

SIGNATURE

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 9, 2003

WOLVERINE WORLD WIDE, INC.
(Registrant)

/s/ Stephen L. Gulis, Jr.

Stephen L. Gulis, Jr.
Executive Vice President, Chief Financial
Officer and Treasurer

EXHIBIT INDEX

Exhibit Number

Document

99.1

Wolverine World Wide, Inc. Press Release dated December 9, 2003. 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: Stephen L. Gulis Jr.
(616) 866-5570

**WOLVERINE WORLD WIDE, INC. ANNOUNCES
SHARE REPURCHASE PROGRAM AND
DECLARES QUARTERLY DIVIDEND**

Rockford, Michigan - December 9, 2003 - Directors of Wolverine World Wide, Inc. (NYSE:WWW) authorized today the repurchase of an additional 2.0 million shares of the Company's common stock through open market or privately negotiated transactions over a two year period. The new authorization follows similar repurchase programs initiated by Company Directors in 2000 and 2002, under which approximately 200,000 shares remain authorized for repurchase. Excluding treasury shares, Wolverine World Wide has approximately 39.5 million shares of common stock issued and outstanding.

In addition to the stock repurchase program, the Directors approved a quarterly cash dividend of \$0.055 per share of common stock. The dividend is payable February 2, 2004, to stockholders of record on January 2, 2004. The dividend is consistent with the dividends declared in the previous three quarters and represents a \$0.22 per share annual dividend.

"We are very pleased with the financial strength of our business," stated Stephen L. Gulis, Jr., Wolverine World Wide's Executive Vice President and CFO. "Our growth plan is working and our business continues to generate strong cash flow. The new share repurchase authorization reflects our belief that the Company's stock is an excellent value and our dividend program, which has grown consistently over the past decade, continues to reward stockholders."

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 slippers. The Company's portfolio of highly recognized brands includes: Bates®, Hush Puppies®, Merrell®, Sebago® and Wolverine®. The Company also markets footwear under popular licensed brands including CAT®, Harley-Davidson® and Stanley®. The Company's products are carried by leading retailers in the U.S. and are distributed internationally in over 130 countries. For additional information, please visit our website, www.wolverineworldwide.com.

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