
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: August 19, 2002

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 Pro Forma Financial Information and Exhibits.

(c) Exhibits:

99.1 Wolverine World Wide, Inc. Press Release dated August 19, 2002.

Item 9. Regulation FD Disclosure.

On August 19, 2002, 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, not filed.

FORWARD LOOKING STATEMENTS

The Exhibit contains forward-looking statements that are based on management's beliefs, assumptions, current expectations, estimates and projections about the footwear business, worldwide economics and the Company itself including, without limitation, statements regarding the Company's financial condition, liquidity, cash flow, capital resources and market risk. Words such as "anticipates," "believes," "estimates," "expects," "forecasts," "intends," "is likely," "plans," "predicts," "projects," "should," "will," variations of such words and similar expressions are intended to identify such forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions ("Risk Factors") that are difficult to predict with regard to timing, extent, likelihood and degree of occurrence. Therefore, actual results and outcomes may materially differ from what may be expressed or forecasted in such forward-looking statements.

Risk Factors include, but are not limited to, uncertainties relating to changes in demand for the Company's products; changes in consumer preferences or spending patterns; the cost and availability of inventories, services, labor and equipment furnished to the Company; the cost and availability of contract manufacturers; the cost and availability of raw materials, including leather; the impact of competition and pricing by the Company's competitors; changes in government and regulatory policies; foreign currency fluctuations; changes in trading policies or import and export regulations; changes in interest rates, tax laws, duties, tariffs, quotas or applicable assessments; technological developments; changes in local, domestic or international economic and market conditions including the severity of the current slowdown in the U.S. economy; the size and growth of footwear markets; changes in the amount or severity of inclement weather; changes due to the growth of Internet commerce; popularity of particular designs and categories of footwear; the ability of the Company to manage and forecast its growth and inventories; the ability to secure and protect trademarks, patents and other intellectual property; integration of operations of newly acquired businesses; changes in business strategy or development plans; the ability to attract and retain qualified personnel; the ability to retain rights to brands licensed by the Company; loss of significant customers; dependence on international distributors and licensees; the Company's ability to meet at-once orders; the risk of doing business in developing countries and economically volatile areas; and domestic and international terrorism and war. Additionally, events relating to the terrorist attacks on September 11 have created significant global economic and political uncertainties that may have material and adverse effects on consumer demand, foreign sourcing of footwear, shipping and transportation, product imports and exports and the sale of products in foreign markets. These Risk Factors could have a material adverse impact on the Company's financial condition and results of operations as well as the footwear and retail industries generally. These matters are representative of the Risk Factors that could cause a difference between an ultimate actual outcome and a forward-looking statement. Historical operating results are not necessarily indicative of the results that may be expected in the future. The Risk Factors included here are not exhaustive. Other Risk Factors exist, and new Risk Factors emerge from time-to-time, that may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. Furthermore, the Company undertakes no obligation to update, amend or clarify forward-looking statements, whether as a result of new information, future events or otherwise.

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: August 19, 2002

WOLVERINE WORLD WIDE, INC.
(Registrant)

By: /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 August 19, 2002.



WOLVERINE WORLD WIDE, INC.
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Phone (616) 866-5500; FAX (616) 866-0257

FOR IMMEDIATE RELEASE
CONTACT: Stephen Gulis Jr.
(616) 866-5570

**WOLVERINE WORLD WIDE, INC. ANNOUNCES
PROGRAM TO BUY BACK AN ADDITIONAL
TWO MILLION SHARES OF COMMON STOCK**

Rockford, Michigan – Aug. 19, 2002 – Wolverine World Wide, Inc. (NYSE: WWW) today announced that its Board of Directors has authorized the repurchase of up to 2.0 million shares (approximately 5% of the shares outstanding) of the Company's stock through open market or privately negotiated transactions over a 24-month period. This new authorization follows a similar 2.0 million share repurchase program which the Company's Board of Directors authorized in October of 2000 and is nearly complete. Purchases of stock under this new authorization will be funded from the Company's operating cash flow. Excluding treasury shares, Wolverine has approximately 41.3 million shares of common stock issued and outstanding.

"The Company's financial condition continues to be strong," stated Timothy J. O'Donovan, Wolverine's President and CEO. "Our growth plan is working and our operating model is generating record cash flow from operating activities which, for fiscal 2002, is estimated to approach \$75.0 million. Given current market conditions, we believe our shares are undervalued, and the execution of this repurchase program represents an attractive investment opportunity and an excellent use of our cash."

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®, HYTEST®, Merrell® and Wolverine®. The Company also markets branded footwear under license from CAT®, Harley-Davidson® and Stanley®. The Company's products are carried by leading retailers in the U.S. and are distributed internationally in over 140 countries. For additional information, please visit our website, www.wolverineworldwide.com.

This press release contains forward looking statements. Investors are cautioned that actual results and outcomes may materially differ from such forward looking statements due to a number of factors including, but not limited to, risks detailed in the Company's reports filed with the Securities and Exchange Commission and the Company's quarterly press release issued on July 10, 2002.

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