



For Immediate Release...

August 6, 2008

## Next Step Campus Tour™ Teams Up Again With Crocs For Tour Yung Joc and Cartel Headline

**St. Louis, MO** – Crocs, Inc. and 360 Productions are pleased to announce that Yung Joc and Cartel will be headlining the Crocs™ Next Step Campus Tour this fall. The tour, which is going out for the third time, will be hitting 15 college campuses across the U.S., beginning August 29, 2008, in Reno, NV. The tour will also feature an interactive music experience, the Xbox 360® Live stage, where attendees can participate in the ultimate gaming experience, Crocs tattoo studio and much more entertainment for all.

### Crocs™ Next Step Campus Tour

\*\*As of 07/24/08

8/29/08	University of Nevada	Reno, NV *	9/16/08	Kean University	Union, NJ
9/04/08	Georgia Southern University	Statesboro, GA	9/18/08	Bloomsburg University	Bloomsburg, PA
9/07/08	SUNY Oneonta	Oneonta, NY	9/19/08	Christopher Newport University	Newport News, VA
9/10/08	CLOSED SHOW	New Brunswick, NJ	9/20/08	Rochester Institute of Technology	Rochester, NY
9/11/08	Kent State University	Kent, OH	9/21/08	Ithaca College	Ithaca, NY
9/12/08	CLOSED SHOW	High Point, NC	9/23/08	University of Wisconsin	Oshkosh, WI
9/13/08	Georgia State University (Atlanta Civic Center)	Atlanta, GA	9/26/08	University of Arizona	Tucson, AZ *
9/14/08	University of Florida	Gainesville, FL **	* <b>Yung Joc will not be appearing on the 8/29 and 9/26 dates</b>		
			** <b>University of Florida show moved to 9/14</b>		

The Crocs™ Next Step Campus Tour is known for bringing some of the hottest talent to colleges across the country and the upcoming fall session is no exception. Featuring Atlanta-based artists Yung Joc and Cartel, in addition to newcomer MC Lars, the tour is sure to please a wide range of tastes and be a huge hit.

Yung Joc has taken the hip-hop world by storm. In Joc's first year on the scene, he was nominated for Grammy, American Music, BET and Billboard awards and his debut full-length record, *New Joc City*, soared to platinum. Joc is one of hip-hop's most accomplished new artists and with his distinct voice and remarkable ability to shape his flow, he has won respect among hip-hop fans and aficionados alike.

Like Yung Joc, Cartel has quickly garnered a devoted and noticeably growing fan base. The band has an amazing way of engaging the audience using loud, bombastic guitars with pretty melodies and rock arrangements. With an acute sense of pop songwriting and an ability to write timeless songs with genuine subject matter, Cartel has developed a reputation for being one of the most fun and talented bands around.

MC Lars is a member of what he dubs the "iGeneration," a group born and raised in the time of the Ninja Turtles, cassette tapes and new wave music, who now live in the age of "Desperate Housewives," Sidekicks and screamo bands. They use the Internet as a part of their every day life and can conveniently carry 5,000 songs in their pocket, but are faced with the glooming fact that the world's oil supply and Social Security will both run out in their lifetime. MC Lars is the hero of this new generation, addressing their thoughts and every day struggles in his music.

"We couldn't be more pleased with the success of The Next Step Tour," said Bill Cottam of 360 Productions. "The quality of the tour continues to exceed expectations on all levels and the reaction from the students, sponsors and schools has been phenomenal." Cottam goes on to say, "The fact that we are going into our third semester and continuing to build with our partners is fantastic. The future looks very bright and we see this tour going for many years down the road."

The Crocs™ Next Step Campus Tour is proud to be supporting SolesUnited<sup>SM</sup>, the first-of-its-kind, recycled footwear donation program dedicated to providing new quality footwear to people in need worldwide. On each tour stop, donation stations will be set up so students can turn in their worn out Crocs™ shoes. Through the SolesUnited<sup>SM</sup> recycling process, donated Crocs™ shoes are sorted, cleaned, ground into new material and manufactured into new recycled shoes. Once manufactured, the shoes are distributed to those in need with the support of SolesUnited<sup>SM</sup> shipping and charity partners.

[www.nextstepcampustour.com](http://www.nextstepcampustour.com)

#### About Crocs, Inc:

*Crocs, Inc. is a rapidly growing designer, manufacturer and retailer of footwear for men, women and children under the Crocs™ brand.*

*All Crocs™ brand shoes feature Crocs' proprietary closed-cell resin, Croslite™, which represents a substantial innovation in footwear. The Croslite™ material enables Crocs to produce soft, comfortable, lightweight, superior-gripping, non-marking and odor-resistant shoes. These unique elements make Crocs™ footwear ideal for casual wear, as well as for professional and recreational uses such as boating, hiking, hospitality and gardening. The versatile use of the material has enabled Crocs to successfully market its products to a broad range of consumers.*

*Crocs™ shoes are sold in more than 90 countries and come in a wide array of colors and styles. Please visit [www.crocs.com](http://www.crocs.com) for information.*

#### About 360 Productions:

*360 Productions has 20 plus years experience in the event production, marketing and sponsorship activation fields. We turn-key comprehensive and cost-effective event marketing programs that maximize return on investments while cementing long-term brand loyalty. Visit [www.360productions.com](http://www.360productions.com) for additional information.*

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