

WOLVERINE WORLD WIDE INC /DE/  
Form 8-K  
October 05, 2010

**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): October 5, 2010**

**Wolverine World Wide, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**

**001-06024**

**38-1185150**

(State or other jurisdiction  
of incorporation)

(Commission File Number)

(IRS Employer Identification No.)

**9341 Courtland Drive  
Rockford, Michigan**

**49351**

(Address of principal executive offices)

(Zip Code)

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

(Former name or former address, if changed since last report.)

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:

- 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))
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**Item 2.02 Results of Operations and Financial Condition.**

On October 5, 2010, Wolverine World Wide, Inc. (the Company ) issued a press release announcing its financial results for the Company s third quarter of 2010, attached as Exhibit 99.1 to this Form 8-K (the 8-K ), which is here incorporated by reference. This 8-K and Exhibit 99.1 shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act ), or incorporated by reference in any filing under the Securities Act of 1933, as amended (the Securities Act ), or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits:

- 99.1 Press Release dated October 5, 2010. This Exhibit shall not be deemed filed for purposes of Section 18 of the Exchange Act, or incorporated by reference in any filing under the Securities Act or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

**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: October 5, 2010

WOLVERINE WORLD WIDE, INC.  
(Registrant)

/s/ Donald T. Grimes  
Donald T. Grimes  
Senior Vice President, Chief Financial  
Officer and Treasurer

EXHIBIT INDEX

Exhibit Number    Document

99.1                Wolverine World Wide, Inc. Press Release dated October 5, 2010.