

Weyco Group Engages Investor Relations Firm

Milwaukee, WI (July 8, 2004) – Weyco Group, Inc., a leading marketer of men’s branded footwear, announced today it has engaged 21st Century Equity Advisors to help enhance the company’s investor relations campaign.

“Since the acquisition of the Florsheim brand in 2002, Weyco Group has solidified its leading position in the men’s branded footwear marketplace,” stated Tom Florsheim, Jr. Chairman and CEO, Weyco Group, Inc. “Furthermore, the integration of the acquisition has gone smoothly and as a result, our sales, profitability, and earnings power have increased significantly over the last several years. We believe we have a good story to tell the investment community and therefore, have engaged 21st Century Equity Advisors to help us raise the company’s profile and introduce us to a new group of institutional investors. 21st Century is a good fit for Weyco Group given their focus on undiscovered public companies, their industry experience as sell-side analysts, and their extensive institutional investor relationships.”

“We are excited about the opportunity to work with a quality company such as Weyco Group,” said Robert Damron, Managing Director 21st Century Equity Advisors. “Despite posting above average operating margins, earnings growth, and return on invested capital relative to its peer group over the last several years, the stock still trades at a discounted valuation. We believe we can help management maximize shareholder value by raising the company’s profile and attracting attention to the company’s accomplishments among a target list of institutional investors.”

Weyco Group, Inc. headquartered in Milwaukee, WI, designs and markets moderately priced and better-grade men’s branded footwear for casual, fashion, and dress lifestyles. The principal brands of shoes sold are Florsheim, Nunn Bush, and Stacy Adams. Customers include some of the nation’s largest and most successful department store chains, shoe store chains, specialty stores, and shoe boutiques. The company also operates 30 retail stores in the U.S. and 3 in Europe.

21st Century Equity Advisors, LLC headquartered in Milwaukee, WI provides a full suite of investor relations services to publicly-traded companies to help maximize long-term shareholder value. Services include packaging a concise investment thesis, creating management investor presentations, scripting and coordinating earnings releases and quarterly conference calls, and planning meetings with targeted institutional investors.