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**ELAN General Contracting Completes Historic Restoration for
Crocs Retail Store in New York's Fashionable SoHo District**

Federal-Style Home, Circa 1818, Becomes Flagship Retail Location

SAN DIEGO, Calif. – (WIRE SERVICE) – June 21, 2010 –
ELAN General Contracting, Inc. – a premier commercial design/build firm specializing in retail remodels and renovations for retail chains nationwide – today announced the completion and grand opening of a new Crocs retail store in the fashionable SoHo District of Manhattan in New York City.

The challenging design/build and historic restoration of an 1818 Federal-style house and intricate conversion to a contemporary retail location spanned four years overall – from lease signing and through initial design/ planning process – and ultimately required nearly two years of intensive expert construction to complete.

The three-story structure located at 143 Spring Street (at the corner of Wooster) has a rich 192-year history. Originally built as a single-family residence, it underwent substantial changes in form, use and occupancy over the years and in 1850 was expanded and converted to a commercial structure. The building underwent six renovations in all, with the most recent tenant being a neighborhood Bar-B-Q restaurant.

Upon lease signing, Crocs engaged ELAN General Contracting, Inc. to begin assembling a highly-experienced design/build team capable transforming such an aged building into a completely new structure that blended both new and old in a look and manner suitable to the historic SoHo "Cast-Iron" District, which is now closely governed by the NYC Landmarks Preservation Commission.

"The approved plan called for completely removing and rebuilding the structural interior and demolishing an adjacent three story building on Wooster, which was to be replaced with a unique and visionary all-glass addition," notes ELAN General Contracting CEO, Adrian Johnson. "To accomplish this, and to navigate the extreme requirements of such a demanding historic restoration, we assembled a design/build team second to none."

The project planning began with National Retail Designer, William Morgan, of Morgan Design Associates, who acted as project manager in conjunction with ELAN. Morgan also designed the attached glass building and its interior and is the Senior Store Planner, Designer and Contract Administrator for the 100-plus Crocs retail stores that ELAN has since built to-date.

Two respected NY architects managed the design and planning, as well. William J. Rockwell, of William/Architect, headed historic research, was Landmarks Commission liaison for approval of design and materials, and prepared plans and

specifications for both building exteriors. The NY architect of record was Donald W. Laukka, of L&M Associates, Ltd., Minneapolis, MN, who helped plan interior improvements and mechanical systems.

Along with veteran ELAN on-site project manager Tom Calcaterra and superintendent Stan Bochenek, the outstanding team performing the extensive structural work and historic reconstruction included Michael Lynch, of Anastos Engineering Associates, who designed and managed all structural engineering for both the primary building and the new steel-and-glass addition.

After nearly two-years years of intensive work – filled with surprises, numerous local and federal agency interventions, and with both neighbors and local press offering varied and strong opinions – on May 1, 2010, the project was completed to everyone’s satisfaction. The keys were handed over and seven days later, on Saturday, May 8, 2010, the gleaming new Crocs flagship store had a successful and well-attended grand opening as the latest gem in the trendy and fashionable Historic Cast-Iron District of SoHo.

“The contrast of the new and old... combining original brickwork with a sleek glass addition that reveals even more of the original house’s features at its north side... tells the story,” notes Adrian Johnson. “It truly demonstrates how buildings and neighborhoods endure... reassembled, restored and revitalized.”

Editors: See video on Crocs SoHo District Historic Restoration at <http://www.elangc.com/project-1.htm>

About ELAN General Contracting, Inc.

ELAN General Contracting, Inc. has nearly three decades of Commercial Design-Build experience with emphasis on Specialty Retail Remodels and Renovations for Retail Chains nationwide. Formed in 1981, ELAN has completed over 2,000 projects in 43 states – “from Maui to Manhattan” – as well as Puerto Rico. Recent projects include Historic Renovations, Shopping Mall Design/Build and Development, Entertainment-Nightclub Design/Build and countless Retail Interior Remodels. ELAN offers “Excellence Locally And Nationally” with a renowned dedication to meeting design needs, construction budgets and specific project deadlines – on time every time. For more information visit www.elangc.com .

About Crocs, Inc.

Crocs, Inc. (NASDAQ: CROX) is a designer, manufacturer and retailer of innovative casual footwear for men, women and children under the Crocs™ brand offering several distinct shoe collections with more than 120 styles to suit every lifestyle. All Crocs™ brand shoes feature revolutionary Croslite™ material, a proprietary closed-cell resin technology that produces soft, comfortable, lightweight, superior-gripping, non-marking and odor-resistant shoes that conform to ones feet. First introduced in 2002, Crocs™ products today are sold in 125 countries and are worn by millions every day, for casual and recreational uses – such as boating, hiking, hospitality and gardening – as well as by a wide range of professionals in business. For more information visit www.crocs.com .

Contact:

ELAN General Contracting, Inc.

Rick Ladendorf

VP Business Development

(619) 284-4174 Ext. 7777

rladendorf@elangc.com

Press/Media Relations:

Don Logay

(949) 240-4444

press@donlogay.com

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