



Special Tag Along Stock Index



Grendene®

New York, USA
October, 28 2008



Highlights

- Grendene is one of the world's largest producers of synthetic footwear
- Average production: 500,000 pairs/day
- Active employees: 21,000
- New products/year: 550
- World presence: more than 90 countries

Highlights

- Brands with strong personality
- Innovation in product, distribution and media
- Listed on São Paulo's *Novo Mercado* since 2004
- Free Float 25%
- Solid capital structure, strong cash flow

Location of industrial plants

In 3 Brazilian states:

Ceará

Sobral – 7 units

Fortaleza – 2 units

Crato – 1 unit

Bahia

Teixeira de Freitas – 1 unit

Rio Grande do Sul

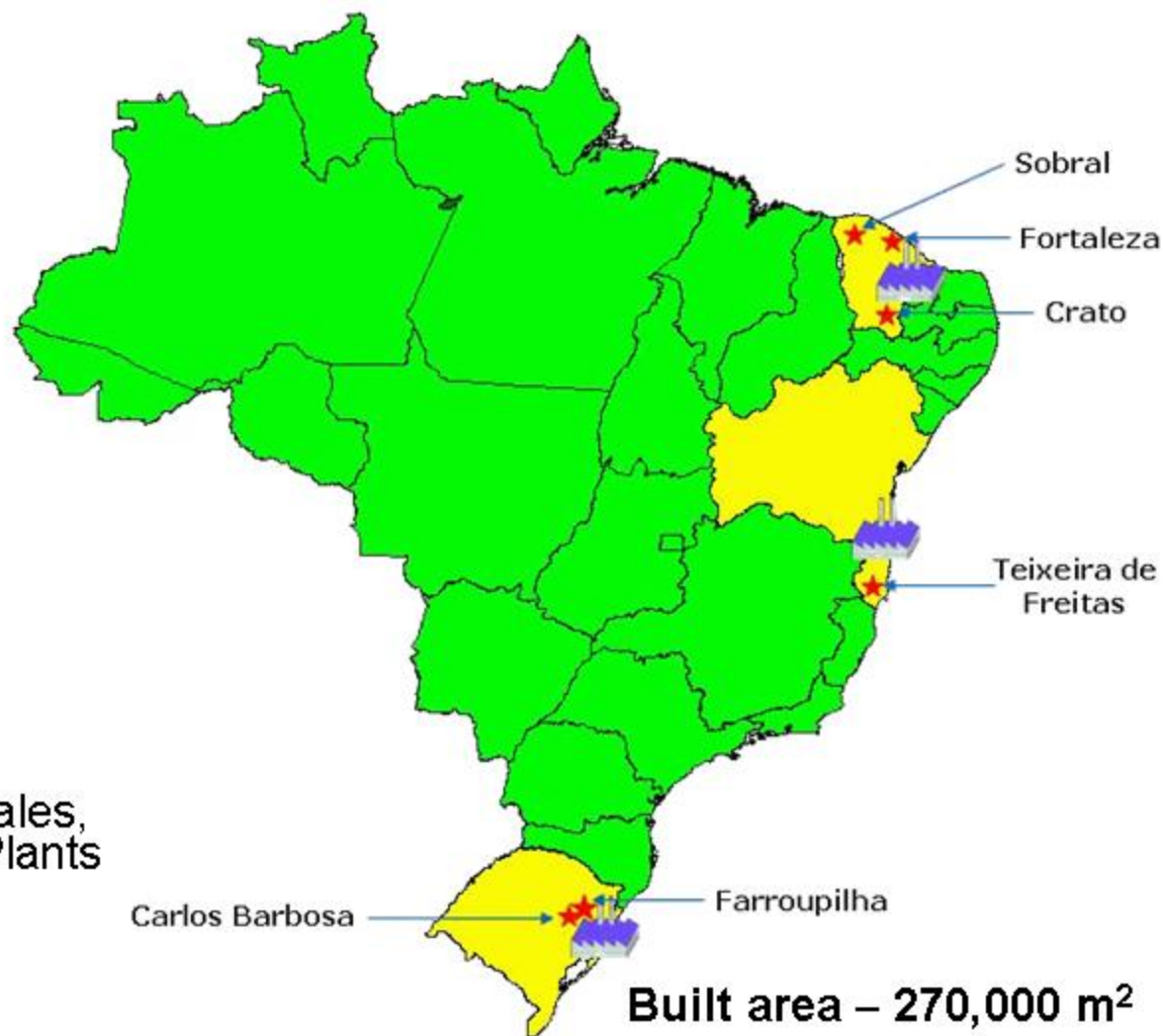
Farroupilha – 2 units

At Farroupilha

Directors, DPD, Marketing, Sales,
Exports, Finance, Supplies, Plants

Carlos Barbosa

Molds



Industrial plants

Installed capacity: 190,000,000 pairs / year

Farroupilha / RS
(1971)



Carlos Barbosa / RS
(1980)



Fortaleza / CE
(1990)



Sobral / CE
(1993)



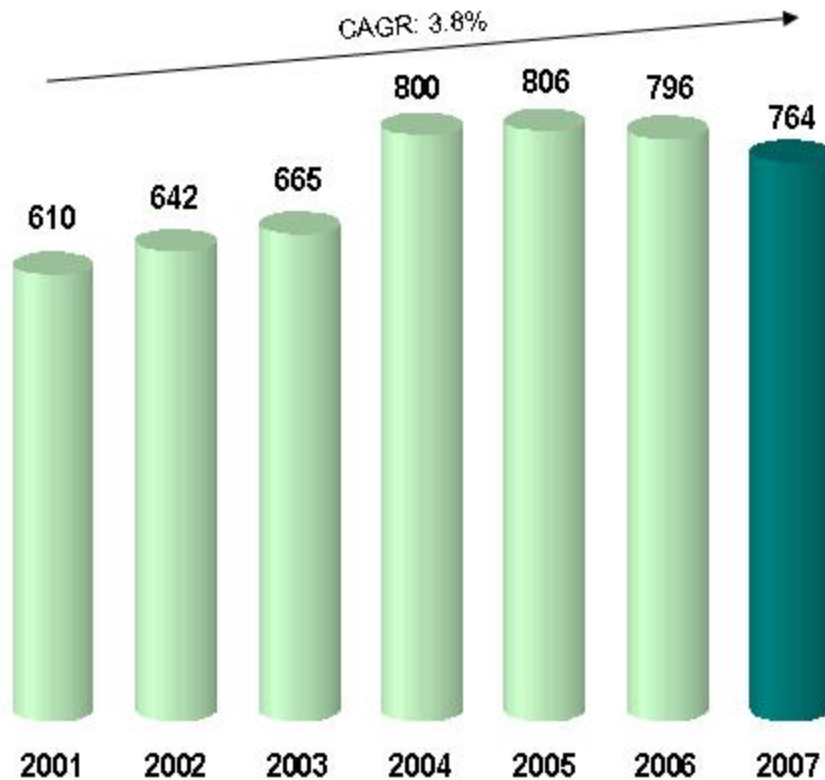
Crato / CE
(1997)



Teixeira de Freitas /
BA (2007)

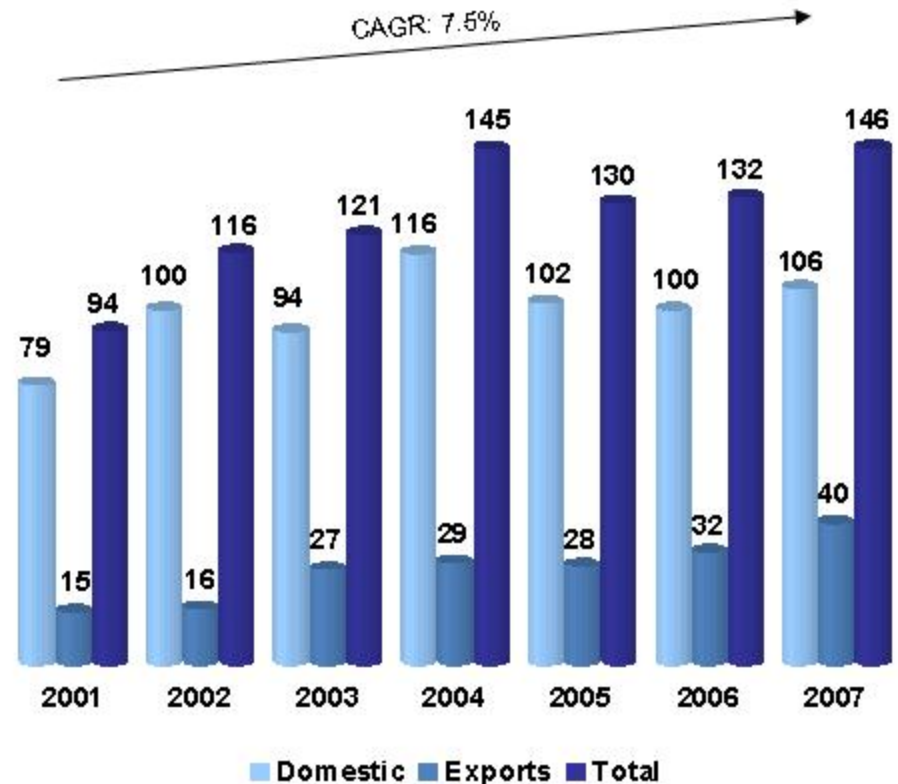
Grendene vs. Brazilian footwear sector

Brazilian production
(million pairs/year)



Source: IEMI/Abicalçados

Grendene: footwear production
(million pairs/year)

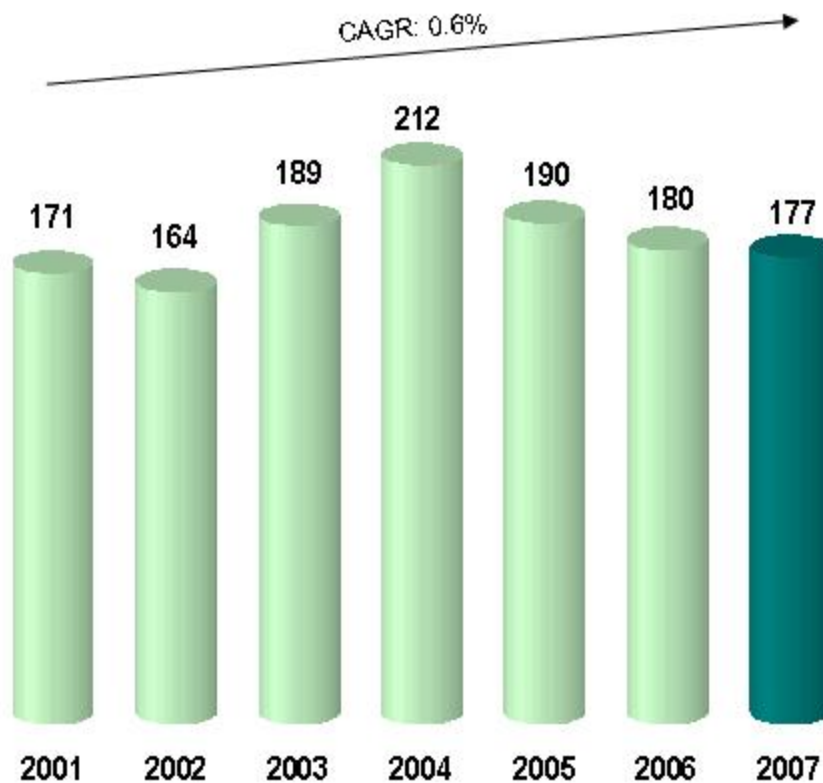


Grendene has grown faster than Brazilian GDP, and the Brazilian footwear industry*.

*Average growth rates over the period

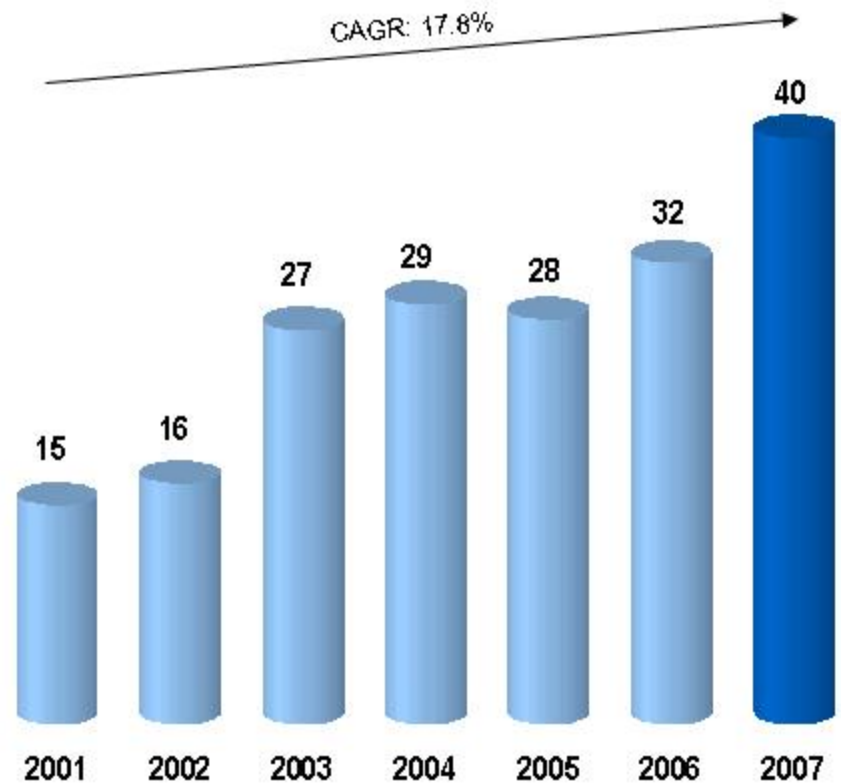
Exports: Grendene vs. Brazil

Brazilian Exports
(million pairs/year)



Source: SECEX/MDIC

Grendene's footwear exports
(million pairs/year)



Grendene's exports were 22.6% of the total Brazilian footwear exports in 2007 (17.5% in 2006)

Exports

- Exports in 2007: 40 million pairs
- Market %: 27.5% of the total sales volume and 15.1% of the total gross revenue
- Grendene growth strategies on international market: Own brands and designs
- International Points of sales: more than 20,000

Value Proposal

Brands

Products

- Constant product creation
- Innovative Design
- Raw materials development
- Production & Machines adapted to the product

Marketing

- Aggressive marketing
- Licenses with celebrities
- Segmentation
- Investment in media
- Events

Management

- Gains in Scale and Scope
- Profitability
- Ongoing improvement
- Financial Solidity
- Sustainable growth



Value for Stakeholders

Medium and long-term strategy

Objectives

- Focus on organic growth
- Sustainable growth with profitability
- Maintain solid financial situation
- Operational excellence
- Innovation in product design
- Investments in Marketing
- Segmentation of markets
- Exports with global brands



Expected results

- Scale gains
- Scope gains
- Clear view of strong and weak points of each operation
- Long term vision
- Create value for the company (EVA)
- Reduction of aggregate costs

Products



**Products meet
essential, basic needs
at low cost**

**Products for all the
income levels: A, B,
C, D and E – with very
good cost / benefit.**

Casual



Tropical



Action



Trend



rider
Grendene®

melissa®



grendha®



Grendene®

iPANEMA

Grendene®



Grendene® kids







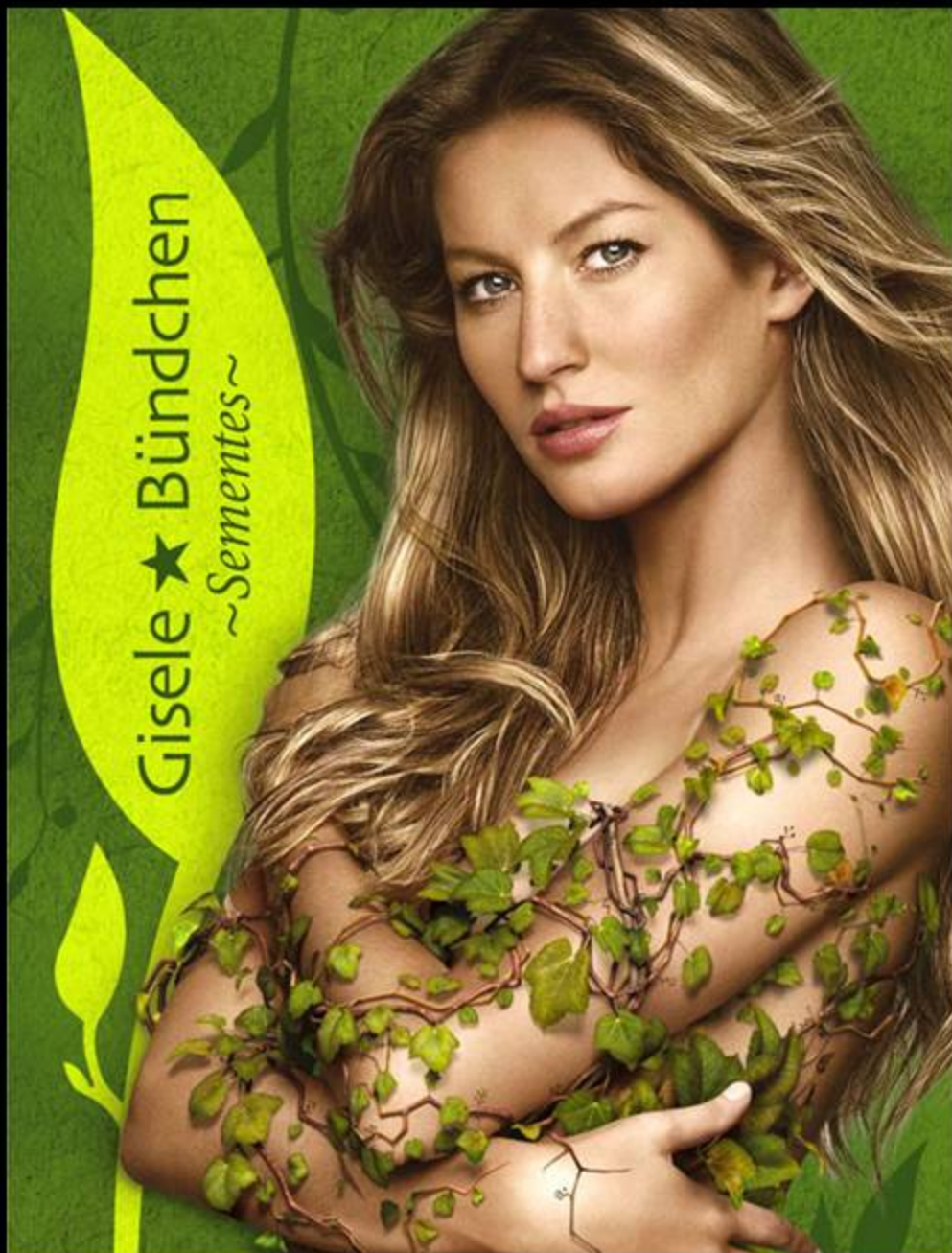
Grendene®



zaxyteen

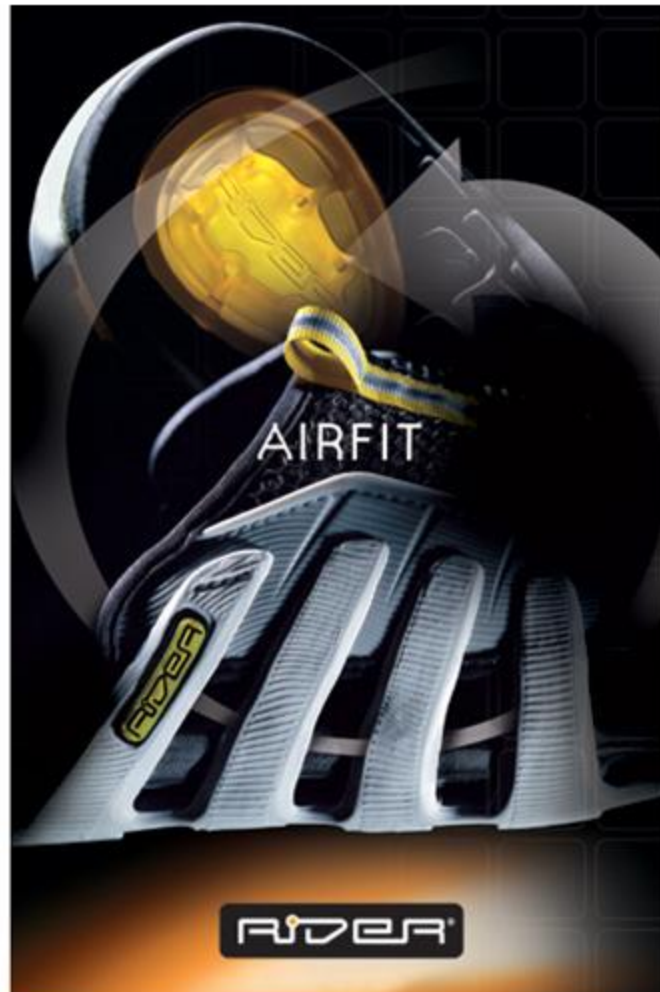


Grendene®



Grendene®

Marketing



Marketing

- Alternative media
- Focus on traders and points of sales
- Quality and competitive prices
- Globalization of brands: Melissa, Rider and Ipanema Gisele Bündchen



Own brands

Grendene® kids

iPANEMA®

melissa®

rider

Grendene®

PEGA FORTÉ

grendha®

ZAXYteen

ilhabela



Main licences



Celebrities



CLEO PIRES



CLAUDIA LEITE



XUXA

Celebrities



IVETE SANGALO

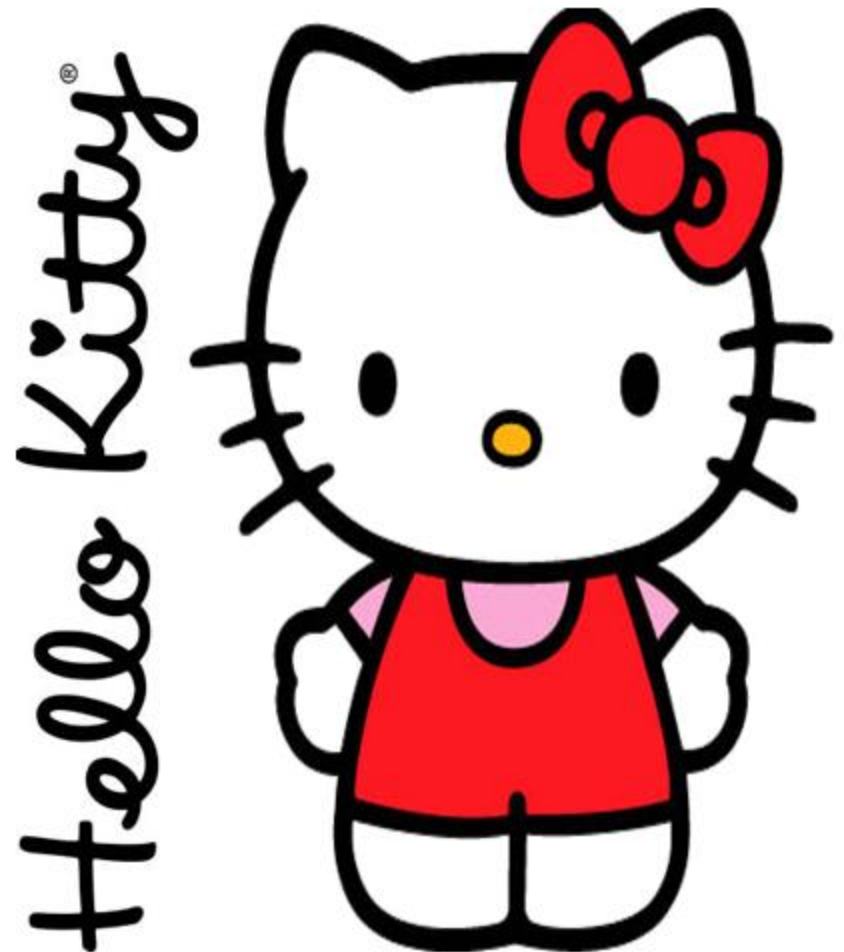


CAMILA PITANGA



GISELE BÜNDCHEN

Licensing of children's characters



Licensing of children's characters



Licensing



Growth with profitability

Operation 100% financed with own funds

Gross sales revenue
(million of R\$)

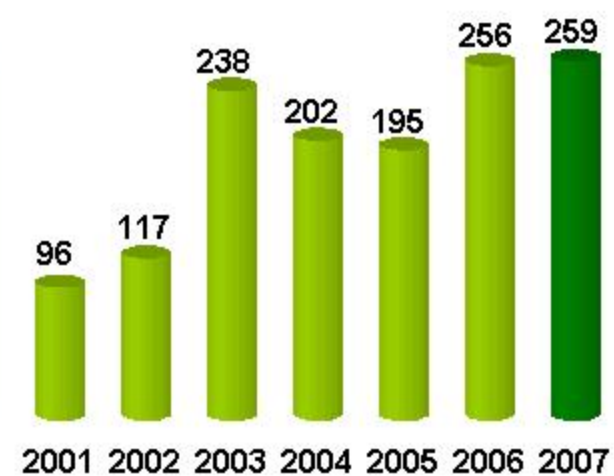
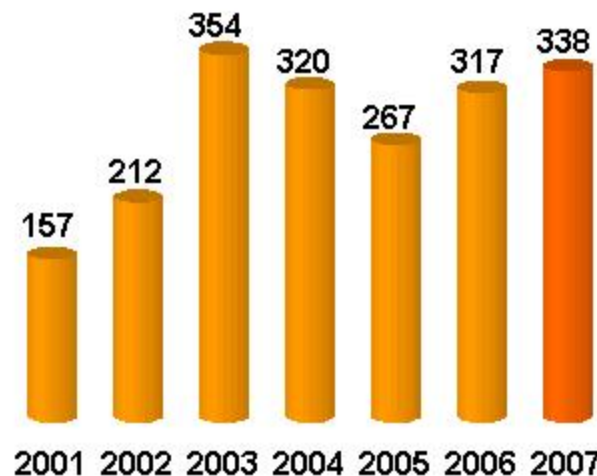
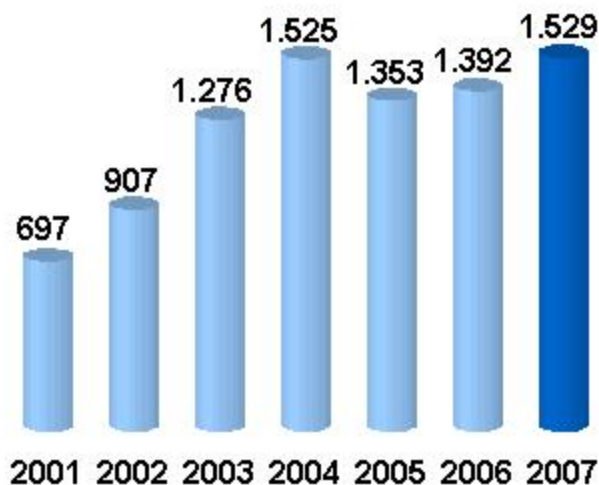
Adjusted Ebitda
(million of R\$)

Adjusted net income
(million of R\$)

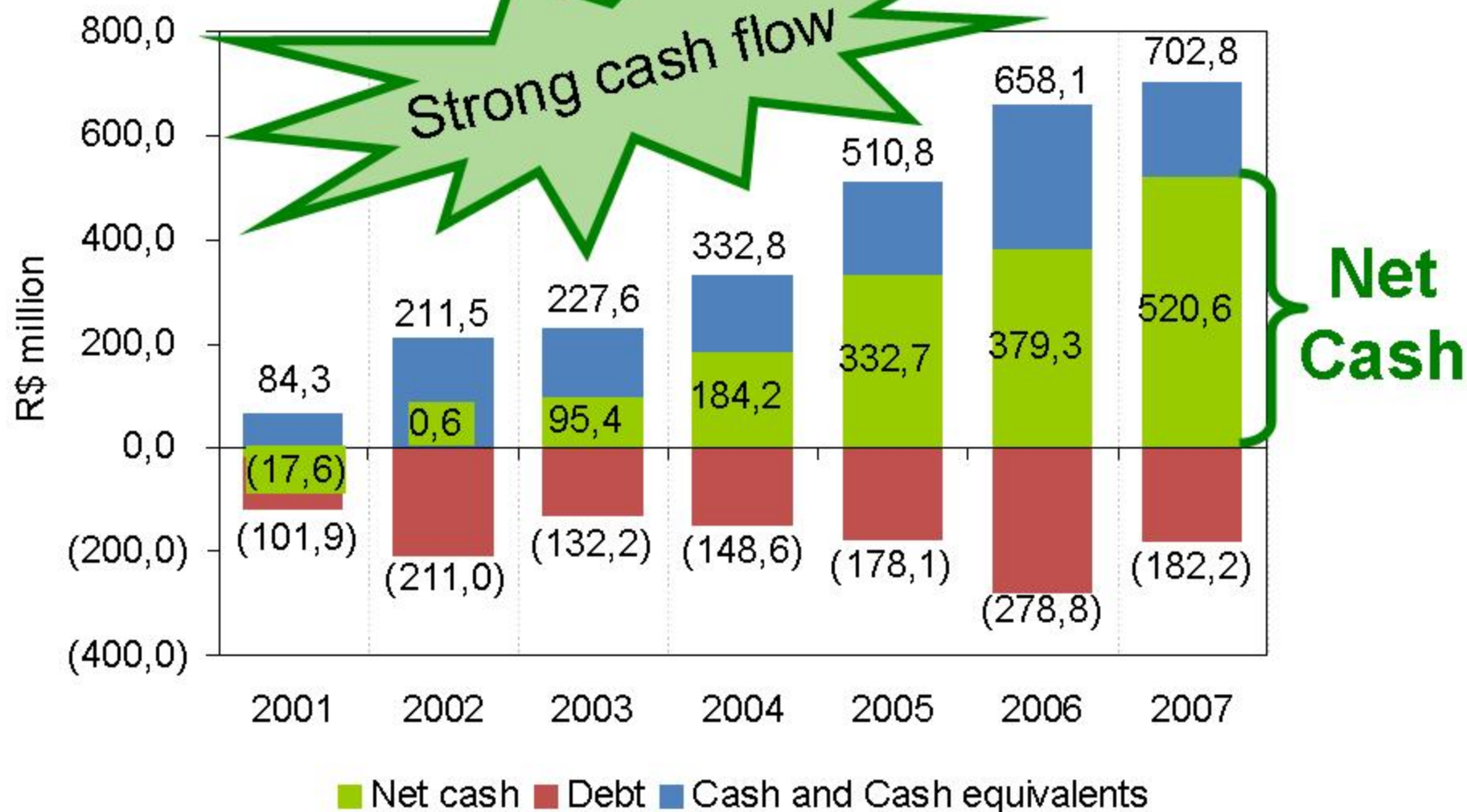
CAGR: 14.0%

CAGR: 13.6%

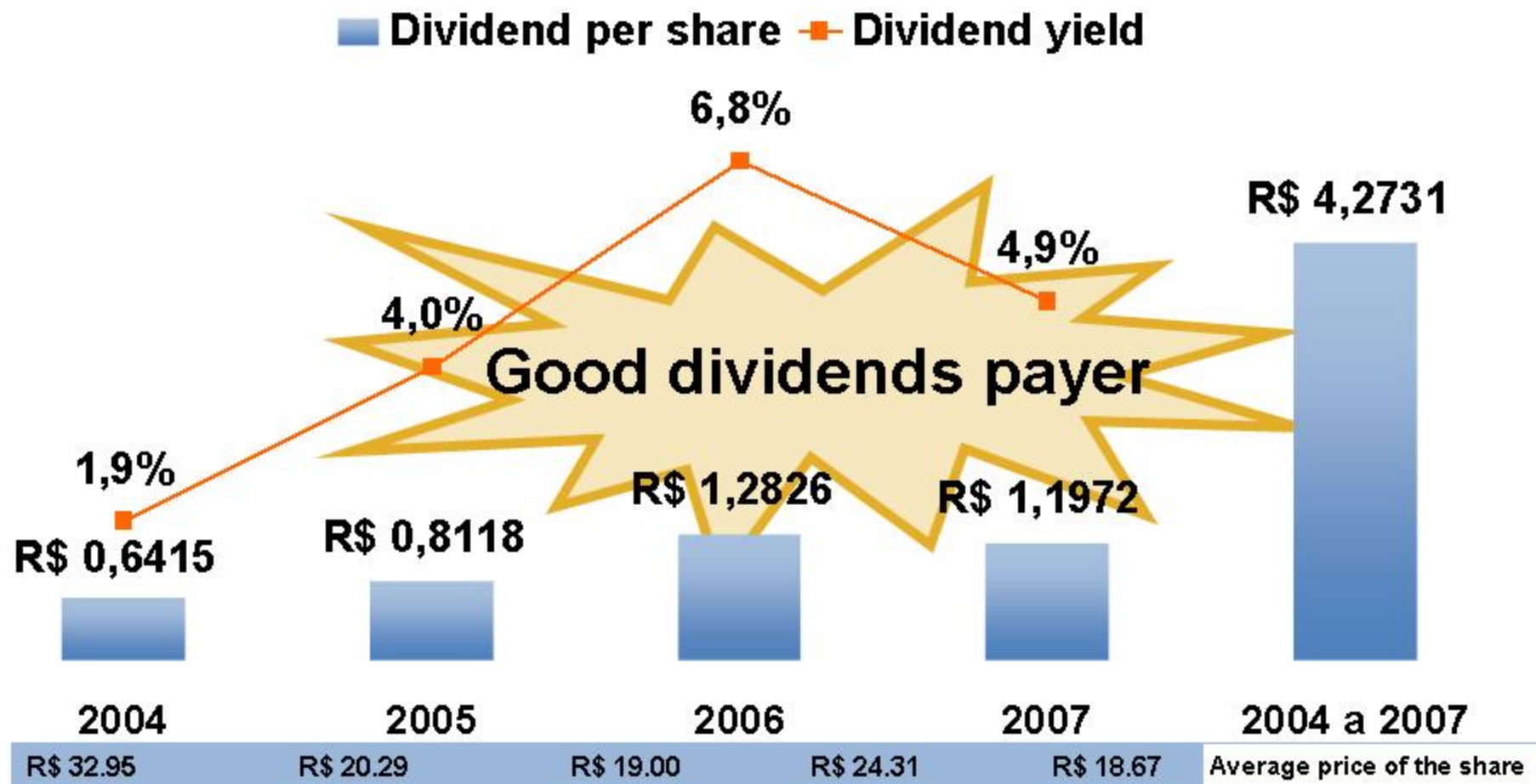
CAGR: 18.0%



Net cash, debt and cash and cash equivalents



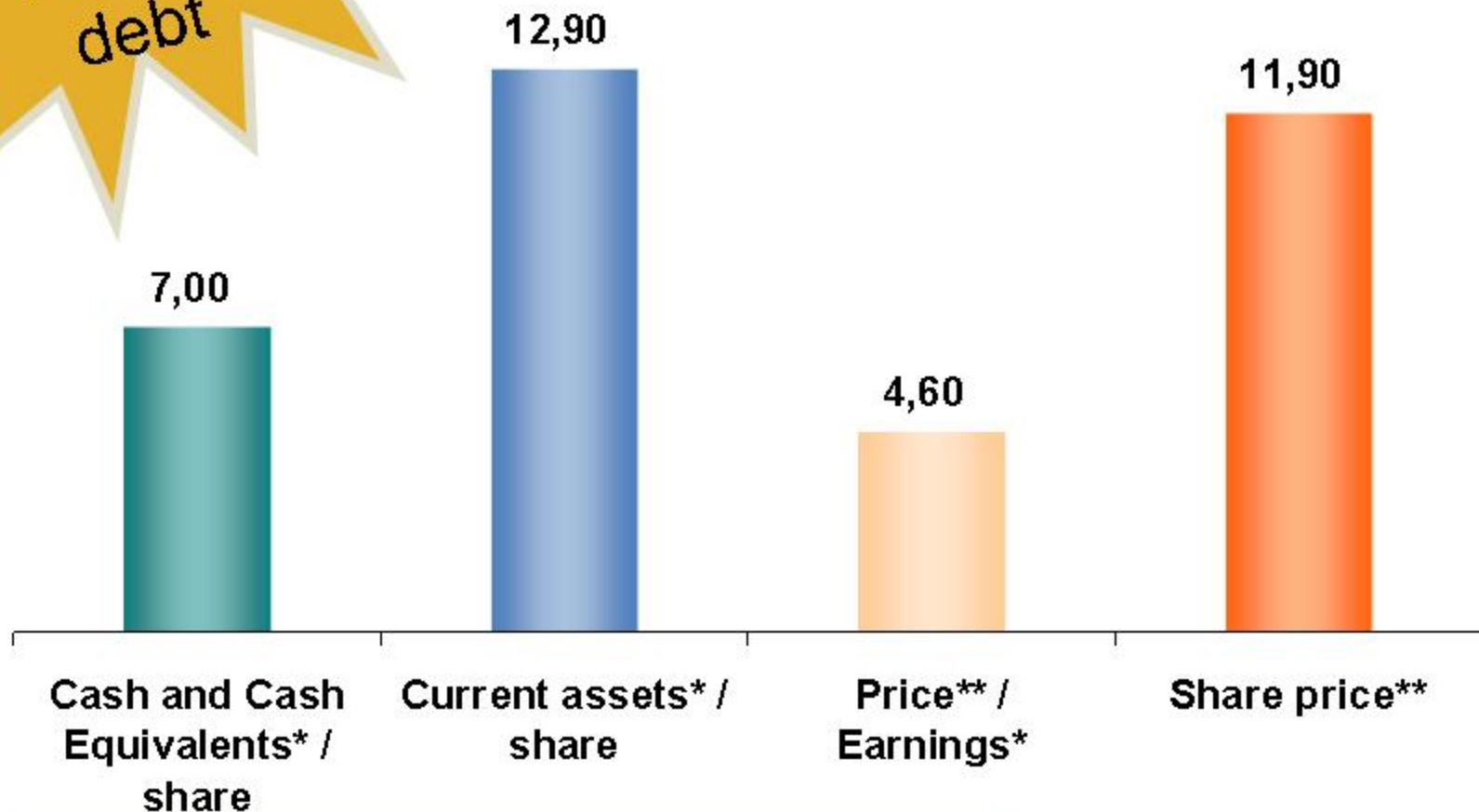
Dividends



Dividend yield: profit per share divided by average price of the share in a year.

Grendene
has no
debt

Value indicators



Grendene has no financial problems

* Dec. 31, 2007

** Oct. 23, 2008

Disclaimer

This presentation contains statements that can represent expectations about future events or results. These statements are based on certain suppositions and analyses made by the company in accordance with its experience, with the economic environment and market conditions, and expected future developments, many of which are beyond the company's control. Important factors could lead to significant differences between real results and the statements on expectations about future events or results, including the company's business strategy, Brazilian and international economic conditions, technology, financial strategy, developments in the footwear industry, conditions of the financial market, and uncertainty on the company's future results from operations, plans, objectives, expectations and intentions – among other factors. In view of these aspects, the company's results could differ significantly from those indicated or implicit in any statements of expectations about future events or results.

Thank You!

Grendene's IR Team

Francisco Schmitt

Investor Relation Officer

schmitt@grendene.com.br

(5554) 2109.9022

Analysts

Alexandre Vizzotto

(5554) 2109.9011

Lenir Baretta

(5554) 2109.9026

Further information:

Internet: <http://ri.grendene.com.br>

Email: dri@grendene.com.br

(Press Release, Annual Report, Fact-Sheet, Financial Statements)