



NEWS RELEASE

Famous Footwear Opens Newest Flagship Store in New York City

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Herald Square Store Offers a Shopping Experience
That Will Make Everyone Feel a Little Famous; Grand Opening Celebration Planned

ST. LOUIS--(BUSINESS WIRE)-- Just in time for the busiest shopping period of the year, Caleres (NYSE: CAL) announced the opening of a new Famous Footwear flagship store at 34th Street and Broadway in New York City on Friday, November 15. This will be the largest of the company's 32 New York metro area stores.

"Our customer is at the center of everything we do – always – so we spent a long time thinking about the store design and experience that would best serve our customer in this iconic Herald Square location," said Molly Adams, president of Famous Footwear. "We've created a store that's fun to shop -- whether you want to explore and discover something new, or you're on a mission to get in and out with that perfect pair. We're looking forward to serving not only our loyal long time New York customers, but the many tourists looking for famous brands, the latest styles, and amazing customer service, all at a great value. There's nothing like Manhattan shopping, and we're thrilled to offer New York shoppers the best Famous has to offer with our new flagship store – after all, there's no better place to make our customers feel a little Famous!"

The two-level, 8,400 square foot flagship store will carry nearly 24,000 pairs of shoes for women, men, and kids from world class, in-demand brands including Nike, Vans, adidas, Converse, New Balance, Steve Madden, Timberland, Dr. Martens, Skechers, Circus by Sam Edelman, Birkenstock, Crocs, Dr. Scholl's Shoes, Franco Sarto, Naturalizer, and many more. A full floor will be dedicated to women's trends and styles, while three brand and trend shops will highlight the newest assortment from key brands. The flagship store will also feature the chain's largest assortment of accessories, including backpacks, lunch bags, mini bags, fanny packs, socks, and shoe care items.

Famous Footwear was founded on one simple idea: everyone deserves to feel the joy that comes from a new pair of shoes. And today, with over 950 stores across the US and Canada, and online at **famousfootwear.com** and **famousfootwear.ca**, Famous Footwear makes sure families experience that joy with styles from top brands that will make everyone feel a little famous. Whatever your style, Famous Footwear wants to help you wear it with confidence.

A grand opening celebration November 22-23 at the new flagship store will include instant win cards with gift card prizes up to \$500 and a #Famouson34th sweepstakes inviting customers to post photos of themselves in front of the store's large first floor mural for a chance to win a \$500 gift card. In addition, the store will distribute "shoe fortunes" throughout Herald Square November 29-30 reminding people how they can "feel a little Famous." Details and contest rules will be available in the store.

Services and perks the store will offer include:

- Famously You Rewards loyalty program, with the opportunity to earn points for every dollar spent with flexible redemption, bonus points opportunities, early access to sales and special events, and more
- Home delivery of any item not in stock
- Buy online, pick up in store

The store will be open seven days a week from 9 a.m. until 10 p.m., with extended holiday hours.

About Caleres

Caleres is the home of today's most coveted footwear brands and represents a diverse portfolio spanning all of life's styles and experiences. Every shoe tells a story and Caleres has the perfect fit for every one of them. Our collections have been developed and acquired to meet the evolving needs of today's assorted and growing global audiences, with consumer insights driving every aspect of the innovation, design, and craft that go into our distinctly positioned brands, including Famous Footwear, Sam Edelman, Naturalizer, Allen Edmonds, Vionic, Dr. Scholl's Shoes, Franco Sarto, Veronica Beard, and more. The Caleres story is most simply defined by the company's mission: Inspire people to feel great...feet first.

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