



NEWS RELEASE

## Famous Footwear Opens in Macon, Georgia

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Leading Footwear Retailer is Making Everyone Feel a Little Famous During Grand Opening Celebration

ST. LOUIS--(BUSINESS WIRE)-- Famous Footwear announced today it is opening a new store in Macon, Georgia. The 5300 square foot store will open on Wednesday, October 2, at North Macon Promenade at 1625 Bass Road. To celebrate the opening, the store is sharing that famous feeling by giving away a Year of Shoes to one lucky winner through an enter-to-win drawing every day from October 2 through November 2. Drawing details and rules will be available in the store. In addition, those who join the Famously You Rewards loyalty program can feel even more famous by receiving \$5 Reward Cash with a purchase.

“Our decision to open a new store in Macon was based on the opportunity we saw to serve consumers in this area who want to find shoes for the entire family with one convenient stop,” said president of Famous Footwear, Molly Adams. “Families deserve famous brands, the latest styles, and amazing customer service, all at a great value. That’s exactly what Famous Footwear stands for. We’ve delivered a remarkable footwear shopping experience for customers all over the country and we couldn’t be more excited for the chance to meet and connect with the community here in Macon who share our passion for that amazing feeling you get with a new pair of kicks!” continued Adams.

Famous Footwear was founded on one simple idea: everyone deserves to feel the joy that comes from a new pair of shoes. And today, across the US, Canada, and online, Famous Footwear makes sure families experience that joy with styles from top brands that will make everyone feel on top of the world. You’ll find styles for women, men, and kids from favorites like Nike, Vans, Steve Madden, Timberlands, Dr. Martens, Converse and many more. Whatever your style, Famous Footwear wants to help you wear it with confidence.

Famous Footwear is part of Caleres (NYSE: CAL) – a diverse portfolio of global footwear brands dedicated to helping every person find the perfect pair of shoes. With a legacy of over 140 years of craftsmanship and passion for fit,

Caleres continues its mission of inspiring people to feel great... feet first.

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Kasey Schweiger

314-854-3143 | [kschweiger@caleres.com](mailto:kschweiger@caleres.com)

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