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Caleres Names Marci Grebstein SVP Marketing for Famous Footwear

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ST. LOUIS--(BUSINESS WIRE)--Caleres (NYSE: CAL)(caleres.com) today announced Marci Grebstein will join Caleres as senior vice president of marketing for Famous Footwear on Feb. 19. Famous Footwear is the largest brand in the Caleres portfolio, with over $1.6 billion in annual revenue.

Grebstein will oversee all aspects of marketing for Famous Footwear's more than 1,100 stores and famous.com, including market research, marketing strategy, brand positioning, creative, traditional and digital media, loyalty program, customer relationship management, visual merchandising, special events, cause marketing, and more.

Grebstein served as chief marketing officer at J.C. Penney since 2017, and has more than 20 years of retail marketing experience across a variety of categories. Prior to J.C. Penney, Grebstein was chief marketing officer at Lowe's where she was instrumental in driving an integrated omnichannel approach to build customer loyalty and company growth. She also spent two years with Food Lion as vice president of marketing and brand strategy, and held various executive positions over 16 years at Staples overseeing e-commerce, media, and marketing. She has won six Cannes Lions awards for digital and social media marketing campaigns she developed, and in 2016 was named one of the Top Women in Retail in *Total Retail*'s annual list of leading female executives in the retail industry.

"Marci is passionate about connecting emotionally with consumers and understands how to market to them in a realistic, authentic, and relatable way," said Molly Adams, president of Famous Footwear. "Her ability to get inside the DNA of a brand and bring it to life will be invaluable to our mission of making Famous Footwear the favorite place to shop for shoes and will help accelerate Famous Footwear's growth."

Diane Sullivan, CEO, president and chairman of Caleres, added, "Marci is a collaborative leader and visionary who will use her substantial marketing expertise to differentiate Famous Footwear in a competitive marketplace. She balances the art and science of marketing in a way I'm confident will make a meaningful difference for Famous Footwear."

"I'm thrilled to join Caleres and the Famous Footwear team," said Grebstein. "I've long admired the company and have great respect for what Famous Footwear has accomplished as a market leader in family footwear. I look forward to collaborating with the leadership and marketing teams to drive continued growth through a relentless focus on brand integrity and customer engagement."

Grebstein holds a bachelor's degree in Management with an emphasis in Marketing from Boston College.

About Famous Footwear

Famous Footwear is the place to shop for shoes for women, men, and kids from hundreds of name brands including Nike, Converse, adidas, Vans, Sperry, Skechers, Birkenstock, madden girl, Roxy, Timberland, and more. With over 1,100 stores in the U.S. and Canada and even more selection online at Famous.com and FamousFootwear.ca, Famous Footwear is a leading family footwear destination for the brands you love in the easy shopping experience you need.

About Caleres (NYSE: CAL)

Caleres is a diverse portfolio of global footwear brands. Our products are available virtually everywhere - in the over 1,200 retail stores we operate, in hundreds of major department and specialty stores, on our branded e-commerce sites, and on many additional third-party retail websites. Famous Footwear offers great casual and athletic brands for the entire family with convenient, curated, affordable collections. Sam Edelman keeps expressive women in step with the latest trends in a playful, whimsical way. Naturalizer shoes are beautiful from the inside out, with elegant simplicity and legendary fit re-imagined for today's consumer. Allen Edmonds combines old world craft with new world technology to create luxe footwear for the discerning man who wants sophisticated, modern classics. Rounding out our family of brands are Vionic, Vince, Franco Sarto, Dr. Scholl's Shoes, LifeStride, Via Spiga, Diane von Furstenberg, Blowfish Malibu, Bzees, Carlos by Carlos Santana, Circus by Sam Edelman, Fergie, and rykä. Combined, these brands make Caleres a company with both a legacy and a mission. Our legacy is our more than 140 years of craftsmanship and our passion for fit, while our mission is to continue to inspire people to feel good…feet first. Visit caleres.com to learn more about us.

Language:
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Contact:

Investor Contact:
Peggy Reilly Tharp, Caleres
(314) 854-4134, ptharp@caleres.com

Media Contact
Jo Ann Stoda, Caleres
(314) 854-3131, jstoda@caleres.com

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