

Original Dr. Scholl's(R) Replenishes Nearly 1,000 Trees Through Eco-Friendly Sandal Sales, Trees for the Future Partnership

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Just three months after its introduction, sales of the eco-friendly version of Original Dr. Scholl's(R) (<http://www.drschollsshoes.com>) Exercise Sandals have translated into nearly 1,000 newly planted trees, as part of the brand's partnership with Trees for the Future to plant 10 trees for each pair sold.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080401/AQTU057>)

Original Dr. Scholl's Exercise Sandals have been recognizable since the 1950s for their signature buckle and raised toe bump, designed to exercise the calf. For spring 2008, the brand introduced the Renew, a version of the Original Exercise Sandal made of sustainable, biodegradable and recycled components. The sandal appeared on The Rachael Ray Show in a March 28 green product segment, and was featured in the February issue of People StyleWatch.

The environmentally friendly Renew includes a biodegradable corn outsole, recycled metal buckle and straps made from hemp or vegetable-tanned leather, a more eco-conscious tanning process. The foot bed is constructed of sustainable Brazilian wood, and the makers of Original Dr. Scholl's have partnered with environmental organization Trees for the Future (<http://www.plant-trees.org>) to plant 10 trees in a deforested area of Brazil for each pair sold, with a goal of planting 50,000 trees. Trees for the Future helps people in developing countries by planting multi-purpose, fast-growing, ecologically appropriate tree species tailored to each community's specific needs.

"We offered consumers a 'sneak peek' at the Renew in December on our web site, DrSchollsShoes.com, and it quickly became one of the most popular shoes on the site," said Original Dr. Scholl's General Manager Rusty McClintock. "This spring, the Renew will have expanded availability at Shoes.com, Macys.com and select boutiques like Boston-based luxury retailer GrettaLuxe."

Available in women's whole sizes five to 11, the Renew is offered in black, blue, brown, green, red, wine and yellow leather; green and red hemp fabric; and natural hemp canvas.

Original Dr. Scholl's(R) is a registered trademark of Schering-Plough HealthCare Products, Inc. Original Dr. Scholl's(R) Shoes are designed and marketed by Brown Shoe Company, Inc. under license from Schering-Plough HealthCare Products, Inc. For more information, visit the brand's web site at <http://www.drschollsshoes.com>.

Brown Shoe (NYSE: BWS) is a \$2.4 billion footwear company with global operations. Brown Shoe's Retail division operates Famous Footwear, the approximately 1,100-store chain that sells brand name shoes for the family, approximately 300 specialty retail stores in the U.S., Canada, and China under the Naturalizer, Brown Shoe Closet, FX LaSalle, and Franco Sarto names, and Shoes.com, the Company's e-commerce subsidiary. Brown Shoe, through its Wholesale divisions, owns and markets leading footwear brands including Naturalizer, LifeStride, Via Spiga, Nickels Soft, Connie and Buster Brown; it also markets licensed brands including Franco Sarto, Dr. Scholl's, Etienne Aigner, and Carlos by Carlos Santana and Barbie, Disney and Nickelodeon character footwear for children. Brown Shoe press releases are available on the Company's website at <http://www.brownsheo.com>.

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