

Naturalizer Donates \$20,000 to WaterCan

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Friends of Naturalizer Has Raised To Date \$60,000 For Organizations Supporting Family Health, Shelter and Clean Water

Naturalizer, a brand of Brown Shoe Company, Inc., (NYSE: BWS) (www.brownsheo.com), today announced a donation of \$20,000 to WaterCan, an international charity dedicated to helping the world's poorest people gain access to clean water, as part of its Friends of Naturalizer Fall 2010 campaign. The shopping fundraiser, in its third season, encourages Naturalizer's U.S. and Canadian consumers to support a philanthropic organization whose mission inspires them.

In only 18 months, the Friends of Naturalizer program has generated \$60,000. Consumers must vote online on Naturalizer.com and Naturalizer.ca to select a charitable partner for the season. For every pair of shoes and handbag purchased during the Friends of Naturalizer campaign, Naturalizer contributes \$1.00 to the charity with the most votes, up to \$20,000.

"The growing success of this program is a true testament to how socially-conscious our consumer is. Each organization that was selected to be part of Friends of Naturalizer Fall 2010 is making a difference around the globe. We are proud to support WaterCan in their efforts to bring clean water to people in developing nations," said Naturalizer Marketing Director Yolonda Curtin.

This season, Naturalizer asked shoppers to select from three organizations in the disaster relief, clean water and animal well-being arena. WaterCan, an organization that fights global poverty by helping the world's poorest people gain access to clean water, basic sanitation and hygiene education, garnered 47% percent of consumer votes.

"We are absolutely thrilled with the number of people that voted for WaterCan and thank all of our friends and supporters for all of their effort. Naturalizer has been a wonderful partner and we look forward to using this generous donation towards transforming the lives of 800 people through access to clean, safe drinking water and basic sanitation," said Gary H.J. Plum, WaterCan's Executive Director.

Naturalizer.com and Naturalizer.ca offered shoppers a 30 percent Friends and Family discount during Friends of Naturalizer 2010, as a thank you for participating. The two other organizations will receive an additional donation for their involvement in the campaign.

About WaterCan

WaterCan is a leading international development charity dedicated to fighting global poverty by helping the world's poorest people gain access to clean water, basic sanitation and hygiene education. Our vision is simple: Clean Water for All! Since 1987, WaterCan's small-scale, community-driven programs have reached more than 1.2 million children, women and men in the world's poorest regions, breaking the cycle of poverty and disease and increasing opportunities for health, education, gender equality, and economic growth. Website: www.watercan.com

About Naturalizer

Launched in 1927 as one of the first comfort-driven fashion footwear brands, Naturalizer strives each season to deliver just the right blend of style and comfort for the busy lifestyle of today's woman. Learn more by visiting www.naturalizer.com, and become a fan on Facebook at www.Facebook.com/Naturalizer.

About Brown Shoe Company, Inc.

Brown Shoe's Retail division operates Famous Footwear, a leading family branded footwear destination with over 1,100 stores nationwide and e-commerce site FamousFootwear.com, approximately 270 specialty retail stores in the U.S., Canada, and China primarily under the Naturalizer brand name, and footwear e-tailer shoes.com. Through its wholesale divisions, Brown Shoe designs and markets leading footwear brands including Naturalizer, Dr. Scholl's, Franco Sarto, LifeStride, Etienne Aigner, Sam Edelman, Via Spiga, Vera Wang Lavender and Buster Brown. Brown Shoe press releases are available on the Company's website at www.brownsheo.com.

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