

Famous Footwear, Ali Vincent Kick Off National Mind Body Sole Tour

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Ali to visit Famous Footwear locations sharing her story, how toning footwear can change consumers' personal wellness story

Famous Footwear (www.FamousFootwear.com) kicks off the Mind Body Sole Tour featuring Ali Vincent, the first female winner of the NBC show, "The Biggest Loser,"* and author of "Believe It. Be It." During the tour, Ali will make special appearances at Famous Footwear stores where she will meet shoppers, sign autographs, provide fitness tips, share her personal health success story and discuss the importance of how toning and fitness footwear can help consumers take the first step to incorporating health and wellness into their lives.

"Ali's inspiring message of the positive effects of fitness for people from all walks of life and fitness levels closely aligns with Famous Footwear's commitment to help more families get moving and experience the benefits of an active lifestyle. We offer toning footwear for men and women from brands consumers trust, and at prices that can fit a variety of budgets," said Famous Footwear's Senior Vice President-Marketing Will Smith.

As part of the tour, Ali will visit local children's hospitals in every Mind Body Sole tour stop city with nearly \$15,000 worth of shoes from Famous Footwear to surprise nurses, the often unsung heroes of the medical field who spend long days on their feet.

"The Mind Body Sole tour with Famous Footwear gives me a chance to meet with people, hear their stories, and have the opportunity to share mine," said Vincent. "This tour is not just about weight loss, but overall well being and empowering those who may not always put themselves first. I'll also be posting on my Facebook page and sending Tweets throughout the tour so more people can be part of it."

Ali's first tour stop was Spokane, Wash. on May 1. The Mind Body Sole Tour locations and dates include:

- New York - May 8
- Madison, Wis. - May 12
- Tucson, Ariz. - May 18
- Phoenix - May 22
- Philadelphia - May 29
- Washington, D.C. - June 3
- Salt Lake City - June 9
- Tampa, Fla. - June 12
- Atlanta - June 19
- Seattle - June 23
- Colorado Springs, Colo. - June 26
- Lincoln, Neb. - June 30
- Kansas City, Mo. - July 3
- Houston - July 7
- San Diego - July 10
- Las Vegas - July 17
- Albany, N.Y. - July 24
- Columbus, Ohio - July 28
- Los Angeles - July 31

And you can follow Ali's journey at www.famousfootwear.com/ali or look for other surprises by becoming a Famous Footwear Facebook friend.

About Famous Footwear

Famous Footwear is a leading family branded footwear destination, with 1,100 stores nationwide and e-commerce site FamousFootwear.com. The chain offers consumers more than 80 nationally recognized brands, including Nike, Skechers, Naturalizer, Puma, Steve Madden, Converse, New Balance, DC, Rocket Dog and Carlos by Carlos Santana, and features a broad assortment of toning footwear from brands like Skechers and Reebok. A proud national partner of the March of Dimes, the retailer sponsors March for Babies walk events in more than 1,000 communities nationwide. Famous Footwear is operated by the retail subsidiary of Brown Shoe Company, Inc. (NYSE: BWS), which has \$2.2 billion in sales as a retailer and wholesaler of footwear. For more information, visit www.famousfootwear.com and www.brownsheo.com.

About Brown Shoe Company, Inc.

Brown Shoe is a \$2.2 billion footwear company with global operations. Brown Shoe's Retail division operates Famous Footwear, the more than 1,100-store chain that sells brand name shoes for the family; approximately 300 specialty retail stores in the U.S., Canada, and China primarily under the Naturalizer brand name; footwear e-tailer shoes.com; and ecommerce sites for Brown Shoe's major brands. Through its wholesale divisions, Brown Shoe markets leading footwear brands including Naturalizer, Dr. Scholl's, Franco Sarto, LifeStride, Etienne Aigner, Via Spiga, Sam Edelman and Buster Brown. Brown Shoe press releases are available on the Company's website at www.brownsheo.com.

*The Biggest Loser is a registered trademark and copyright of NBC Studios, Inc. & Reveille LLC and is not affiliated with or a sponsor of Famous Footwear, The Famous Footwear Mind Body Sole Tour or Brown Shoe Company, Inc.

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