

Naya(R) Shoes and Nordstrom Celebrate Earth Day 2011 by Planting 5,000 Trees

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Naya(R), a brand of Brown Shoe Company, Inc. (NYSE: BWS), (www.brownsheo.com), is partnering with Nordstrom, Inc. (NYSE: JWN) to celebrate Earth Day by planting 5,000 trees in support of Plant-It 2020, a national non-profit organization founded by John Denver. The companies will plant a tree for every pair of Naya shoes purchased at Nordstrom or on Nordstrom.com from April 15, 2011 - May 3, 2011.

Naya, a brand of beautiful, comfortable women's shoes that leave a softer footprint on the earth, will mark its one-year anniversary with the tree planting initiative. By the completion of this year, the Naya brand will have planted a total of 10,000 trees with Plant-It 2020, which serves areas in North America, Africa, Asia, Latin America and Europe. The brand previously partnered with Plant-It 2020 by planting 5,000 indigenous trees in 2010.

"We at Naya are committed to finding ways to help preserve our planet through our selection of materials as well as our mission to give back. We know women want beautiful, comfortable shoes that leave a softer footprint on our earth, and seek opportunities to do something good for the planet. Our partnership with Nordstrom for Earth Day gives customers a way to do just that by replenishing trees around the globe," said Naya Vice President Pat Hogan.

The trees planted through Plant-It 2020 are placed in non-harvest locations on public land, and are protected by contract from being cut down. Plant-It 2020 selects trees with a high survival rate and if a maintenance plan is needed, one is set in place before the trees are planted.

Naya shoes utilize materials that are gentler on the planet, such as vegetable-tanned leathers and linings, natural cork and natural or recycled content fabrics. The footwear is available at Nordstrom and Nordstrom.com as well as many other retailers nationwide and in more than 20 countries within Asia, Australia and North America, including but not limited to: Canada, Germany, Greece, Japan and the United Arab Emirates. Visit NayaShoes.com to view the line and find a complete list of retailers. Interact with Naya on Facebook (www.facebook.com/NayaShoes) and Twitter (@NayaShoes).

About Nordstrom

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 210 stores located in 29 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 116 full-line stores, 91 Nordstrom Racks, two Jeffrey boutiques and one clearance store. Nordstrom serves customers through its online presence at Nordstrom.com and through its catalogs. Nordstrom also operates in the online private sale marketplace through its subsidiary HauteLook. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

About Plant-It 2020

Plant-It 2020 is a 501(c) (3) organization that performs worldwide tree-planting at \$1 per tree, donates fuel-efficient cooking stoves to needy families, and provides forestry, soil and biochar education. The organization not only helps reforest the world's cities and forests - they provide direct humanitarian aid by reducing hunger, thirst, malnutrition, poverty and indoor pollution while increasing the sustainability of not only the world's forests but also its people.

About Brown Shoe Company, Inc.

Naya is a brand of Brown Shoe Company, Inc. Brown Shoe is a \$2.5 billion global footwear company. 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 260 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 fashion and athletic footwear brands including Naturalizer, Dr. Scholl's, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, Vera Wang Lavender, Etienne Aigner, Avia, ryka, AND1 and Buster Brown. Brown Shoe press releases are available on the Company's website at www.brownsheo.com.

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