

Brown Shoe Company Participates in 2012 Heart Walk

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Chairman of the Board Ron Fromm to Chair 2013 Walk

In just its second year of participation, will give more than \$25,000 to this year's American Heart Association Heart Walk through sponsorship dollars and employee contributions. Additionally, Brown Shoe Company Chairman Ron Fromm is slated to Chair the 2013 Heart Walk.

"Our Associates have truly embraced this cause," said Fromm. "We've done a lot in just two years and I look forward to raising the bar even higher with an overall event goal of \$1.6 million. One of the platforms of our business is healthy living which centers on the concepts of wellness and comfort. Several of our brands, including [Naturalizer](#), [Dr. Scholl's Shoes](#), [Avia](#) and [rykã](#), are focused on sport, leisure, comfort, walking and outdoor activities, and through these brands, we help consumers live modern, active lifestyles. This walk presents a great opportunity for the people of St. Louis to get out and support heart health by actually doing something that is healthy for their heart like walking."

"We are pleased that Ron has accepted the important role of leading the 2013 Metro St. Louis Heart Walk," said Tracy Brazelton, executive director, American Heart Association, St. Louis. "His wealth of experience and influence as a business leader in the St. Louis community will further elevate our mission of building healthier lives free of cardiovascular diseases and stroke."

About Brown Shoe Company

Brown Shoe Company is a \$2.6 billion, global, footwear company that puts consumers and their needs first, by targeting the strategic Family, Healthy Living and Contemporary Fashion platforms. We have more than 130 years of experience, passion and product innovation and operate more than 1,300 Famous Footwear and Naturalizer retail stores across the United States, Canada and China. We also design, source and market many well-known wholesale shoe brands -- such as [Naturalizer](#), [Dr. Scholl's Shoes](#), [LifeStride](#), [Sam Edelman](#), [Franco Sarto](#), [Via Spiga](#), [Etienne Aigner](#), Vera Wang, [Avia](#) and [rykã](#) -- across multiple distribution channels. In addition to our retail and wholesale operations, we maintain a strong online presence with our ecommerce sites, [Famous.com](#), [Naturalizer.com](#) and [Shoes.com](#). Visit [brownshoe.com](#) to learn more about us. Brown Shoe Company: feel good and live better... feet first!

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