

## Famous Footwear Leads the Charge to Help Babies as National Sponsor of March for Babies

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### *Leading Footwear Retailer Continues 12-year Partnership with March of Dimes; Offers Exclusive Styles to Raise Money*

ST. LOUIS--(BUSINESS WIRE)--Famous Footwear has announced its continued partnership with March of Dimes as an official national sponsor of March for Babies in 2013. Famous Footwear will support March of Dimes through various promotional efforts in over 1,100 stores nationwide and on famous.com. In addition, Famous Footwear will feature exclusive shoe styles by the makers of Dr. Scholl's Shoes, the official shoe sponsor of March for Babies.

Now through April 27, 2013, three exclusive styles of Dr. Scholl's Shoes will be available for purchase with \$5 for every pair sold, up to \$50,000, going to March of Dimes. The exclusive styles range from \$39.99 to \$49.99 and include the Isabella, Inferno 4 and Joliet in grey. Two additional styles of Dr. Scholl's Shoes, the Joliet in black and Jennie in grey will also be available for purchase to benefit the cause. These styles were selected with comfort in mind, making them the perfect shoes for supporters participating in local March for Babies events across the country.

Famous Footwear will also support March of Dimes through in-store and online customer donations. Famous Footwear Rewards members will earn 15 bonus points for a donation of \$2 or more. In addition, Famous Footwear will help build awareness, raise money and garner participation among St. Louis-based corporate employees through internal fundraising events and by joining the St. Louis March for Babies walk.

"Famous Footwear is proud to be a longstanding partner with March of Dimes and March for Babies, each year striving to create awareness and raise money for this important cause," said Will Smith, senior vice president of marketing for Famous Footwear. "We want to make it easy for our associates and consumers to get-in-step with the March for Babies cause. Through our sponsorship, we hope to celebrate victories large and small with the families that benefit from this amazing organization."

Famous Footwear began its relationship with March of Dimes in 2001 and has since become a top 10 corporate partner. Since partnering with March for Babies in 2003, Famous Footwear and their customers have raised over \$12 million, and in 2012, Famous Footwear raised over \$1.3 million from in-store, online and corporate campaigns.

To make a donation to March of Dimes, or to view the shoe styles supporting the cause, visit any Famous Footwear store or [www.Famous.com/marchofdimes](http://www.Famous.com/marchofdimes) through April 27. Visit [www.marchforbabies.org](http://www.marchforbabies.org) or any Famous Footwear store to sign up for a local walk.

March for Babies is one of the leading events supporting March of Dimes and hosts walking events throughout the country in the spring of each year. The walking events raise money to support local community programs to help moms have healthy, full-term pregnancies and fund research to find answers to the medical problems that threaten babies. The walks have taken place since 1970 and have raised an incredible \$2 billion to benefit all babies.

### **About Brown Shoe Company**

Brown Shoe Company (NYSE: BWS) is a \$2.6 billion, global footwear company whose shoes are worn by people of all ages, from all walks of life. Our products are available virtually everywhere — in the more than 1,300 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 distinct company-owned ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments. Our Family brands — Famous Footwear, Famous.com, and shoes.com — are one-stop-shopping destinations for high quality, affordable styles for a family's every occasion. Active people who want comfort, style and performance can look to our Healthy Living brands — Naturalizer, Dr. Scholl's Shoes, LifeStride, Avia and Ryka. Dr. Scholl's® and Dr. Scholl's Shoes™ are trademarks of MSD Consumer Care, Inc. and are used license by Brown Shoe Company. Our Contemporary Fashion brands — Via Spiga, Vera Wang, Vince, Sam Edelman, Franco Sarto, Carlos Santana and Fergie Footwear — keep fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

### **About March of Dimes**

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and through its premier event, March for Babies, March of Dimes works to improve the health of babies by preventing birth

defects, premature birth and infant mortality. In 2013, the March of Dimes celebrates its 75th anniversary and its ongoing work to help all babies get a healthy start in life. About 4 million babies are born in the United States each year, and the March of Dimes helps each and every one through research, education, vaccines, and breakthroughs.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130417006178/en/>

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