

Naya(R) Earth-Friendly Women's Footwear Recycles Thousands of Shoes Through 'Renew Your Soles'

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Donated Shoes Distributed, Recycled by Soles4Souls(R) Non-Profit Organization

Naya(R), a line of beautiful, comfortable and earth-friendly women's footwear from Brown Shoe Company, Inc. (NYSE: BWS) www.brownsheo.com has collected more than 2,800 shoes through 'Renew Your Soles,' a nationwide shoe donation and recycling initiative in partnership with national non-profit Soles4Souls(R).

"Naya is committed to offering women beautiful, comfortable and earth-friendly footwear, and to leaving a softer footprint on our earth. Because of the enthusiasm our customers and retail partners have shown for participating in Renew Your Soles, Soles4Souls will be able to distribute shoes to people around the world who need them," said Naya Vice President-New Business Pat Hogan.

Renew Your Soles kicked off October 9, and offered consumers two ways to participate. Customers at participating retailers across the United States donated their gently worn shoes in-store, and online shoppers donated through Shoes.com. Consumers can continue to participate in the Renew Your Soles initiative online through the end of 2010 by visiting Naya's page on Shoes.com, printing a donation form and mailing their gently worn shoes to Soles4Souls. Donors will receive a coupon for \$20 off their next \$80 or more purchase on Shoes.com. Soles4Souls will also mail the donor a receipt for their tax deductible donation. Contributed shoes that cannot be worn will be recycled.

To learn more please visit www.nayashoes.com or find Naya on Facebook (www.facebook.com/NayaShoes) and Twitter (@NayaShoes).

About Naya

The Naya brand launched in Spring 2010 and chooses natural and earth-friendly materials whenever possible, including: vegetable-tanned leathers and linings, fabrics made with natural or recycled materials, foot beds containing natural cork, outsoles made with recycled materials, water-based cements, boxes made with recycled paper pulp, soy-based inks and water-based glue.

Naya footwear is available on Shoes.com, Zappos.com, Piperlime.com and PlanetShoes.com; at select Nordstrom stores and Nordstrom.com, select Dillard's stores and Dillards.com; and in more than 60 independent and specialty stores. Naya footwear is also available in select stores in 16 countries including Asia, Australia, Greece and the United Arab Emirates. Visit NayaShoes.com to view the line and find a complete list of retailers.

About Soles4Souls(R)

Soles4Souls is a Nashville-based charity that collects shoes from warehouses of footwear companies and the closets of people like you. We distribute these shoes, free of charge, to people in need around the world. Since 2005, Soles4Souls has given away over 10 million pairs of new and gently worn shoes (currently distributing one pair every 7 seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States. Soles4Souls is a 501(c)(3) recognized by the IRS and donating parties are eligible for tax advantages. Visit www.giveshoes.org for more information.

About Brown Shoe Company, Inc.

Naya is a brand of Brown Shoe Company, Inc. Brown Shoe is a \$2.4 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 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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