

Famous Footwear Embraces Crowdsourcing to Celebrate Mom

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Company invites consumers to share "A Letter to Mom" through new video and online promotion

ST. LOUIS--(BUSINESS WIRE)--Mother's Day is about victory. That's the message behind Famous Footwear's new campaign, [A Letter to Mom](#). The company has launched a new video, [celebrating how Mom makes a winning difference](#) in our lives. The seasonal promotion also includes retail discounts that extend through Mother's Day.

Working with video crowdsourcing company Poptent, Famous Footwear opened its Mother's Day theme to roughly 20 of the Poptent community's 64,000 independent filmmakers, and the result is a new video that reflects on Mom's positive impact. The 64-second message features a cast of family members who bring Mom's victory to life through sentimental examples of how she's already won our hearts and minds.

"We're sharing something we hope will resonate with moms, sons, daughters and fathers everywhere," said Will Smith, senior vice president of marketing for Famous Footwear. "In celebrating Mother's Day — and Mom — we're reminding her that our victories are really hers. That's a message we hope many people will share with us — and the family members who make that real for them."

As part of the promotion, Famous Footwear is also providing a 15 percent discount on famous shoe brands, making it easy for moms and families to share and save for the season. To claim an electronic coupon, go to www.famousfootwear.com/mothersday.

The company encourages consumers to view and share the new video and retail discounts with Mom this season as one more way to help make Mother's Day — or any day — special for her.

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 nearly 1,300 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 branded ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments with our Family, Healthy Living and Contemporary Fashion brands. Our primary Family brand, Famous Footwear, is a leading, national, branded footwear retailer. Each year, more than 110 million consumers visit our stores and Famous.com as a one-stop-shopping destination for high quality, affordable styles for a family's every occasion. We also operate, shoes.com, another popular online footwear destination for families. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

Poptent

Poptent (www.poptent.com) is a social video creation company, leveraging crowdsourcing to connect top brands with the world's largest community of independent filmmakers. Poptent and its growing network of more than 60,000 filmmakers in 140 countries deliver high-quality video focused on marketing performance for Global 500 brands and agencies through a proven process known as "make, test, share." Poptent provides a full-service suite of managed video marketing services while offering simple and efficient video testing services to help clients identify the top executions from multiple and diverse creative submissions. Poptent then helps clients distribute the best-performing videos more affordably to the channels of their choice through performance-based, user-initiated viewing campaigns designed specifically for more effective social content marketing.

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