

## Brown Shoe Tests Fitness Footwear Retail Concept With Opening of Five 'Mind Body Sole by Famous Footwear' Stores

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Brown Shoe Company, Inc. (NYSE: BWS) ([www.brownsheo.com](http://www.brownsheo.com)) is opening five stores under the name Mind Body Sole by Famous Footwear to test a retail concept that offers a wide range of fitness footwear for active consumers.

Located in upscale malls and shopping centers in cities such as Denver, Boston and Orlando, Mind Body Sole by Famous Footwear stores feature footwear for running, walking, hiking, toning and more from top brands including Nike, Reebok, ASICS, Skechers, New Balance, Avia, Saucony, adidas and K-Swiss.

"We know that being active and healthy are priorities for today's consumers, and one of the most critical pieces of equipment for any level of physical activity or workout is the shoes. With Mind Body Sole by Famous Footwear, we are testing a way to meet consumers' fitness footwear needs with a dedicated retail store. The store experience is geared toward customers starting or expanding a fitness routine, who are shopping for advice and motivation along with footwear. Opening five stores is the right investment to enhance our understanding of how people shop for fitness footwear, creating key learnings that will be applicable across our healthy living platform company-wide," said Famous Footwear President Rick Ausick.

Mind Body Sole by Famous Footwear store associates participate in their local fitness communities, and can provide authentic expertise to customers on selecting the right shoes for their activities. An easy-to-navigate store environment enables each customer to have the experience they want, whether that means spending time with a store associate comparing several running shoes on a treadmill to find just the right pair, or picking up new hiking shoes from a favorite brand for a weekend excursion. The Local Sole section in each store offers a community touchstone where customers can find information about local running, walking and hiking clubs, group fitness classes, personal trainers and other resources to further their fitness programs.

Stores will open in November and December in the following locations:

- Burlington Mall in Burlington, MA (Nov. 18)
- Cherry Creek Shopping Center in Denver, CO (Nov. 18)
- The Florida Mall in Orlando, FL (Nov. 18)
- Mall at Wellington Center in Palm Beach, FL (Dec. 6)
- Woodland Hills Mall in Tulsa, OK (Nov. 18)

For more information about Mind Body Sole stores, visit [www.MindBodySoleShoes.com](http://www.MindBodySoleShoes.com).

About 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](http://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](http://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](http://www.brownsheo.com).

### Language:

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