

Brown Shoe Invests in Famous Footwear Consumer Marketing with New Senior Vice President and New Creative Agency

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Brown Shoe Company, Inc. (NYSE: BWS, <http://www.brownsheo.com>) has made two key moves toward building even more powerful marketing communications for its Famous Footwear chain. The company named Willie A. Smith to the position of Senior Vice President - Marketing and has engaged creative and branding agency Campbell Mithun.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080519/AQM531>)

"Famous Footwear marketing -- from store design to in-store displays -- is driven by consumer feedback. We believe these additions to our team will foster an even stronger customer connection," said Joe Wood, President of Brown Shoe Retail and Famous Footwear. "Will brings a proven track record of success in marketing footwear brands, and a keen understanding of the shoppers Famous Footwear serves. Likewise, Campbell Mithun excels at creating innovative campaigns that speak to consumers on an emotional level. With this new team in place, Famous Footwear will expand the reach of our communications campaigns and excite even more shoe enthusiasts to visit our stores."

Smith

Smith will be responsible for managing all marketing functions, and directing the strategic development of the Famous Footwear brand. He comes to Brown Shoe with extensive specialty retail and wholesale marketing experience, most recently as Chief Marketing Officer-Athletics for Steve and Barry's, where he led the marketing and brand development for the Starbury(TM) (Stephon Marbury), EleVen(TM) (Venus Williams) and Big Ben(TM) (Ben Wallace) product lines. Prior to that, Smith was with Liz Claiborne, Inc. in roles ranging from Group Vice President of Marketing in the retail realm to Vice President of Marketing for the company's outlet division. During his tenure, he drove multichannel growth of more than 11 fashion brands, using aggressive customer relationship management (CRM) strategies to build consumer loyalty and transactions. He also held senior level marketing positions with Footstar Athletic and Philip Morris USA, and has an extensive music marketing and promotions background with companies such as Blackground Records/Virgin Records, Atlantic Recording Corporation and EMI Records.

Smith holds a Bachelor of Arts degree in Psychology from Cornell University and a Master of Business Administration degree from Duke University's Fuqua School of Business.

Campbell Mithun

Famous Footwear's search for a creative and branding agency led to Minneapolis-based Campbell Mithun. The new agency will handle Famous Footwear's national advertising and consumer imagery, as well as contribute to various marketing and consumer relationship-building programs. Famous Footwear plans to enhance its effective reach and reinforce its positioning strategy against its core audience, while driving market awareness and purchase interest among customers. Campbell Mithun is one of the largest national advertising agencies in the United States and is a member of the Interpublic Group. Their client roster includes Burger King, H&R Block, General Mills, Inc. and Alberto Culver Company. The first Campbell Mithun-created campaign is currently under development, and is expected to launch later in the year.

About Campbell Mithun

With a 75-year legacy of building success for its clients, Campbell Mithun creates "Everything Talks" integrated communications solutions driven by Pioneering Brand Ideas. For more information, please visit <http://www.cmithun.com>.

About Famous Footwear

Famous Footwear is one of the largest footwear retailers selling brand-name footwear for the entire family, with 1,100 stores nationwide. The chain ranks among the top retailers of such well-known brands as Nike, adidas, Skechers, Buster Brown and New Balance. Famous Footwear is proud to be a national partner of the March of Dimes, and sponsors March for Babies events in more than 1,000 communities nationwide. Famous Footwear is operated by the retail subsidiary of Brown Shoe Company, Inc. (NYSE: BWS), which has \$2.4 billion in sales as a retailer and wholesaler of footwear. For more information, visit <http://www.famousfootwear.com>.

About Brown Shoe

Brown Shoe is a \$2.4 billion footwear company with global operations. Brown Shoe's Retail division operates Famous Footwear, the approximately 1,100-store chain that sells brand name shoes for the family, approximately 300 specialty retail stores in the U.S., Canada, and China under the Naturalizer, Brown Shoe Closet, FX LaSalle, and Franco Sarto names, and

Shoes.com, the Company's e-commerce subsidiary. Brown Shoe, through its Wholesale divisions, owns and markets leading footwear brands including Naturalizer, LifeStride, Via Spiga, Nickels Soft, Connie and Buster Brown; it also markets licensed brands including Franco Sarto, Dr. Scholl's, Etienne Aigner, Carlos by Carlos Santana and Hot Kiss, as well as Barbie, Disney and Nickelodeon character footwear for children. Brown Shoe press releases are available on the Company's website at <http://www.brownsheo.com>.

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<http://www.famousfootwear.com>

Language:

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Contact:

Erin Conroy of Famous Footwear, +1-212-324-4515

econroy@brownsheo.com

or

Elizabeth Odlaug LaBreche of Campbell Mithun, +1-612-767-7620

eodlaug@labrechereputations.com

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