

## Brown Shoe Announces Participation in Investor Conference

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Brown Shoe Company, Inc. (NYSE:BWS, [www.brownsheo.com](http://www.brownsheo.com)) today announced that the Company will present at the 13<sup>th</sup> Annual ICR XChange Conference, held at the St. Regis Monarch Beach Resort in Dana Point, California, on Wednesday, January 12, 2011 at 8:50 a.m. Pacific Time. Ron Fromm, Chairman and Chief Executive Officer, Diane Sullivan, President and Chief Operating Officer, and Mark Hood, Chief Financial Officer, will host the presentation. The presentation will be webcast live at [www.brownsheo.com/investor](http://www.brownsheo.com/investor) and can also be accessed from the conference website at [www.icrxchange.com](http://www.icrxchange.com).

**About Brown Shoe Company, Inc.**

Brown Shoe is a \$2.5 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 260 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:**

English

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**Ticker Slug:**

*Ticker:* BWS

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