

# News

**NYSE: BWS**

**For Immediate Release**

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## **SHOES.COM PROVIDES FASHIONABLE FOOTWEAR IN SUPPORT OF NATIONAL UNDERWEAR DAY IN MANHATTAN**

ST. LOUIS, July 24, 2008 – Shoes.com, a division of Brown Shoe Company, Inc. (NYSE: BWS, [www.brownshoe.com](http://www.brownshoe.com)), has joined forces with Freshpair, a leading online retailer of intimate apparel, to sponsor its sixth annual celebration of National Underwear Day in the heart New York City on Tuesday, August 5.

As the official footwear sponsor of National Underwear Day, Shoes.com will provide shoes varying from flip-flops to stilettos for male and female underwear models. This high-impact fashion show will feature trendy Shoes.com brands and the latest styles in intimate apparel fashion.

“Everybody could use a fresh pair – of shoes and underwear,” said Shoes.com Marketing Director Lisa Hanly. “Shoes.com is thrilled to partner with Freshpair to celebrate National Underwear Day. With more than 450 brands of shoes on our online site, we have footwear for everyone, no matter what the outfit.”

Two of the brands that will be featured on the runway include:

**GRETTA™** – Created by Gretta Monahan, a fashion maverick, celebrity stylist and owner of Grettacole® Spas and Salons, G Spa® and GrettaLuxe® Boutiques, this line of women’s shoes features chic looks at affordable prices. Monahan, who serves as the style guru on *The Rachael Ray Show*, was recently chosen as the new co-host for Bravo’s second season of *Tim Gunn’s Guide to Style*, which premieres October 28. GRETTA shoes are available in a variety of fabulous styles, prints and fashion forward colors, making women ready for the runway.

**Etienne Aigner®** – An international brand known women’s fine leather footwear, handbags and timeless style, created a special shoe featuring iconic style and comfort just for National Underwear Day. Models will appreciate the comfort of a traditional flip-flop with the style of the globally recognized Aigner logo repeat print.

“National Underwear Day is the ultimate celebration of the intimate apparel industry, giving people a reason to mention their unmentionables. It boasts the biggest underwear runway show to date,” said Michael Kleinmann, President of Freshpair, Inc.

National Underwear Day will include a host of exciting events, including a VIP reception with fashion shows at a luxurious event space in Manhattan, with a guest list of over 500 celebrities, tastemakers and influencers.

#### **About Shoes.com**

Shoes.com is an online shoe retailer featuring more than 450 of the best shoe brands with the latest styles for men, women and kids. From flat-out gorgeous flats to sweet sneakers to killer heels – shoes.com has them all. Making 24-hour non-stop shoe shopping easy and convenient, Shoes.com offers free shipping and free returns on US orders. Shoes.com is a division of Brown Shoe Company. Visit [www.shoes.com](http://www.shoes.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 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>.

#### **About Freshpair**

Freshpair is the leading online retailer of men’s and women’s intimate apparel. With over 100 brands available on the site, Freshpair is the premiere online destination for everything underwear. Freshpair is also the founder of National Underwear Day. Freshpair’s exceptional customer service and huge selection help make every shopping experience comfortable and convenient. A Freshpair, you can buy underwear in your underwear. Freshpair also offers Free Shipping on US orders. Visit Freshpair at [www.freshpair.com](http://www.freshpair.com).

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