



NEWS RELEASE

Famous Footwear Announces Contest for Rewards Program Members

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Celebrating Famous Footwear's NYC Flagship Store With a "Feel A Little Famous" Contest

ST. LOUIS--(BUSINESS WIRE)-- Caleres (NYSE: CAL) announced today the "Feel A Little Famous" Contest for members of Famous Footwear's Famously **YOU** Rewards program. The contest expands the growing list of exclusive benefits available to shoppers through Famous Footwear's enhanced loyalty program, which re-launched in March 2019.

The contest encourages members to engage with the brand's new positioning: "Feel a Little Famous." By uploading a photo and completing the caption "Feel a Little Famous Means _____," members will have the opportunity to be selected for a trip to Famous Footwear's new flagship store on 34th Street in New York City, opening November 2019.

The first-place prize includes VIP views of the Thanksgiving Day parade from the store, a \$500 Famous Footwear Gift Card, airfare, and three nights' accommodations for four. The second-place winner will receive a \$250 Famous Footwear Gift Card, and third place will receive a \$100 gift card. The entries will be scored on creativity, originality, and consistency with the contest theme.

The contest begins September 24 and entries must be submitted by October 1 at 11:59 p.m. CST. Full contest details are available at famous.com.

This is the latest Famously **YOU** Rewards program exclusive designed to surprise and delight members. The first new benefit — free shipping every day, no minimum — garnered exceedingly positive customer response. Famously **YOU** Rewards followed up free shipping with EXTRAS WHEN YOU WANT, an innovative new rewards category that provides a flexible shopping experience. It allows members to activate their promotions when it's best for them, including 2X and 3X Bonus Points Days.

Famously **YOU** Rewards will continue to introduce additional benefits focused on providing convenience and value to loyal customers. Membership in Famously **YOU** Rewards is free to all customers.

About Famous Footwear

Famous Footwear is the place to shop for shoes for women, men, and kids from hundreds of name brands including Nike, Converse, adidas, Vans, Sperry, Skechers, Birkenstock, Madden Girl, Roxy, Timberland, and more. With nearly 1,000 stores in the U.S. and Canada and even more selection online at **Famous.com** and FamousFootwear.ca, Famous Footwear is a leading family footwear destination for the brands you love and the easy shopping experience you need.

About Caleres (NYSE: CAL)

Caleres is the home of today's most coveted footwear brands and represents a diverse portfolio spanning all of life's styles and experiences. Every shoe tells a story and Caleres has the perfect fit for every one of them. Our collections have been developed and acquired to meet the evolving needs of today's assorted and growing global audiences, with consumer insights driving every aspect of the innovation, design, and craft that go into our distinctly positioned brands, including Famous Footwear, Sam Edelman, Naturalizer, Allen Edmonds, Vionic, Dr. Scholl's Shoes, Franco Sarto, Veronica Beard, and more. The Caleres story is most simply defined by the company's mission: Inspire people to feel great...feet first.

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Caleres

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