

Brown Shoe Company Becomes Caleres

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ST. LOUIS--(BUSINESS WIRE)--Caleres (NYSE: CAL) today announced its shareholders have approved its rebranding initiative, which was unveiled on April 16, 2015. The rebranding to Caleres is effective immediately. The company's new ticker symbol on the New York Stock Exchange will be CAL, and it will begin trading with the new ticker symbol on May 29, 2015.

The name Caleres and the 'Star-Five-Star' mark, which is incorporated into the Caleres logo, were selected to reflect the company's history and its passion for fit. Caleres was derived from the Latin word 'calere,' which translates to 'passionate, to glow.' The 'Star-Five-Star' mark has been in use by the company since 1885 and represents its passion around fit and its continuing dedication to creating the perfect fit for any lifestyle. Together, the name and the mark represent the company's vision to be ferocious about fit in everything it does, whether it be in terms of production, style, trends or service.

About Caleres

Caleres is a diverse portfolio of global brands, which fit people's lives: Family, Healthy Living and Contemporary Fashion. Our products are available virtually everywhere - in the over 1,200 retail stores we operate, in hundreds of major department and specialty stores, on our branded ecommerce sites, and on many additional third-party retail websites. Famous Footwear and Famous.com serve as our Family brands. Our Contemporary Fashion brands include Sam Edelman, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's, LifeStride, Bzees and Ryka represent our Healthy Living brands. Combined, these brands help make Caleres a company with both a legacy and a mission. Our legacy is our more than 130 years of craftsmanship, our passion for fit and our business savvy, while our mission is to continue to inspire people to feel good feet first. Visit caleres.com to learn more about us.

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English

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