

Brown Shoe Company Announces Promotion of John Mazurk to Division President Healthy Living Brands

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ST. LOUIS--(BUSINESS WIRE)--Brown Shoe Company, Inc. (NYSE: BWS) (brownshoe.com) today announced the promotion of John Mazurk to division president Healthy Living, which includes the company's Naturalizer, Dr. Scholl's Shoes, LifeStride, Avia and Ryka brands. John will continue to report to Diane Sullivan, president and chief executive officer for Brown Shoe Company, and also join the executive management team.

"I'm delighted to have John lead the strategic growth of our Healthy Living brands going forward," said Diane Sullivan. "His background and experience in this area will help as we continue to focus on the key Family, Healthy Living and Contemporary Fashion consumer platforms."

Prior to his new role, John was senior vice president of consumer and retail business development for Brown Shoe Company. He has also served as senior vice president and general manager of Naturalizer and as senior vice president of retail sales for the company's Famous Footwear division. Prior to joining Brown Shoe Company, John held various executive roles at DFS Group LTD., Gymboree Corporation's Franchise Division and Burdines Federated Department Stores.

John holds a bachelor's degree in management and finance from Florida Atlantic University.

About Brown Shoe Company

Brown Shoe Company is a \$2.6 billion, global, footwear company that puts consumers and their needs first, by targeting the strategic Family, Healthy Living and Contemporary Fashion platforms. We have more than 130 years of experience, passion and product innovation and operate more than 1,300 Famous Footwear and Naturalizer retail stores across the United States, Canada and China. We also design, source and market many well-known wholesale shoe brands -- such as Naturalizer, Dr. Scholl's Shoes, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, Etienne Aigner, Vera Wang, Avia and rykã -- across multiple distribution channels. In addition to our retail and wholesale operations, we maintain a strong online presence with our ecommerce sites, FamousFootwear.com, Naturalizer.com and Shoes.com. Visit brownshoe.com to learn more about us. Brown Shoe Company: feel good and live better... feet first!

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