

Brown Shoe Company Closing Distribution Center, as It Continues with Portfolio Realignment Efforts

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Focus on shifting resources to support strategic consumer platforms

ST. LOUIS--(BUSINESS WIRE)--Brown Shoe Company, Inc. (NYSE: BWS) (brownshoe.com) today provided an update on its previously announced portfolio realignment. As part of this ongoing effort, the company plans to close its Sun Prairie, Wis., distribution center in 2012. The closing of the facility will be a phased process, which is expected to begin in January and conclude in April. During this time, functionality will be moving to other locations, as the company works to reduce excess capacity in its Retail distribution network.

"This decision was based on the result of changes in our industry and our continued portfolio realignment efforts, which are focused on shifting resources to our strategic consumer platforms," said Mike Kauffman, senior vice president of global supply chain management for Brown Shoe Company. "The decision to close this facility is in no way a reflection of the skills and abilities of the Sun Prairie team."

Over the next several weeks, the company will host information sessions for its Associates in Sun Prairie, and it has arranged for an outplacement agency to be available on-site, as well. The affected Associates are being encouraged to consider other open positions at the company, and there is the potential for individuals to relocate to one of the company's other distribution centers. Severance is also being provided to the Associates impacted by this structural change.

About Brown Shoe Company, Inc.

Brown Shoe Company is a \$2.7 billion global footwear company. Brown Shoe Company's Retail division operates Famous Footwear, a leading family branded footwear destination with over 1,100 stores nationwide and e-commerce site FamousFootwear.com, approximately 250 specialty retail stores in the U.S., Canada and China primarily under the Naturalizer brand name, and footwear e-tailer shoes.com. Through its wholesale divisions, Brown Shoe Company designs and markets leading fashion and athletic footwear brands including Naturalizer, Dr. Scholl's, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, Etienne Aigner, Vera Wang, Avia and rykå. Brown Shoe Company press releases are available at brownshoe.com.

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