

**Press release
for immediate distribution
Business/Fashion**

The *new* Browns Rockland: a prestige setting for the great names in shoes

The new Rockland Centre store, with its completely redesigned décor, will be the new “in” place for shoe lovers

Montreal, March 8, 2007 – On Tuesday, March 20, the **completely new Browns** will open its doors in the Rockland Centre. Much more than just a store, the new Browns reinvents the shopping experience with a boutique whose concept fuses Euro chic, Hollywood glamour, New York cosmopolitan and Montréal accent!

At the height of their art

In a refined space that owes its luminosity to an enormous light well at the front of the store, the 8,000 square feet of the new Browns provide a starry stage setting where all the great names in contemporary shoe design can shine: Miu Miu, Prada, Gucci, Marc Jacobs, Donna Karan, Giancarlo Paoli, Casadei, Christian Louboutin, Giuseppe Zanotti, Manolo Blahnik, Chie Mihara, Michael Kors, Stuart Weitzman and many others. Thus Browns Rockland becomes one of only two Browns designer boutiques in Montreal, along with the Lounge of their flagship store on Sainte-Catherine's.

The world at your feet

The prestige names are set in a prestige decor: the new Browns Rockland offers its visitors a VIP welcome in surroundings created by the management team along with Richard Goyette of Goyette International Design. Both trendy and warm, the boutique brings together the textures of wood, stone and glass highlighted by earth tones on floor and walls and bright touches of colour that enliven the fitting areas. The impression of freedom and space is reinforced by the resolutely purist design with its recurrent themes of lines and horizontal volume that allow the gaze to wander freely from the moment one enters the store.

There are, however, two particularly magnificent eye-catchers in this luxurious decor: the huge light well, 7 by 4 metres in size, and the superb polychromatic glass mosaic that calls to mind our planet earth, and which occupies the centre of the floor.

Success is in the details

The success couldn't be complete without those perfect little details that make a good idea brilliant. The quality of the welcome, the friendliness and the convenience are at the top of the list of priorities – and Nick Ciampanelli, manager of Browns Rockland, can be counted on to ensure that these things are done properly. Mr. Ciampanelli is also responsible for the management of Club Élite Browns, which means that extraordinary service will be offered to the new store's happy clients. Speaking of thoughtful touches that make a difference, it's worth mentioning that there's a cappuccino bar where visitors can enjoy excellent coffee while

discovering the latest collections. And that Browns Rockland has a privileged access, at the junction of several major metropolitan roads, and a huge, private, protected, free, parking area.

About Browns Shoes inc.

Founded in 1940, Browns Shoes inc. is a family business employing 600 persons across Canada. Headquartered in Montreal, the business has 35 points of sale under the B2 and Browns names. Browns carries high-end leather accessories, international-calibre designer collections and exclusive collections for women, men and children. Browns turns over 10 per cent of its annual before-tax profit to a variety of Canadian charities.

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MEDIA PLEASE NOTE : Visits for media representatives prior to the opening can be arranged by appointment.

For further information:

Media:

Julie Leblanc

Girafe Communications

514-783-1330

jleblanc@girafe-communications.com

Website: www.brownsShoes.com