



Press release
For immediate distribution
Business/Fashion

THESE SHOES ARE GONNA WALK ALL OVER...THE NET

Browns Shoes inc. innovates again by launching the country's first ever cyber boutique for high-end shoes and accessories.

Montreal, March 13, 2007 –The Browns cyber boutique goes online today at www.brownsShoes.com, offering a remarkable selection of shoes for men and women and a vast choice of handbags in the latest styles.

From A...didas to W...eitzman

Now net surfers can shop online and choose from among 100 popular name brands such as Michael Kors, Chie Mihara, Christian Louboutin, Stuart Weitzman, Stella McCartney, Adidas, Matt & Nat and Miss Sixty, as well as from Browns' exclusive brands: ID, B2, Bravo Browns, Vita Browns, Mimosa, Luca Del Forte and Browns Couture.

When style and comfort go hand-in-hand

It's the end of traffic jams, non-existent parking spaces and the Saturday crowds. From now on, shoppers can cruise the website and find the shoe they're looking for from the comfort of their own living room or during a health break. "We want to offer our clients the formula that suits them best, a reflection of the shopping experience that has made Browns famous: one that's exciting and fun," explains David Brownstein, project head. "We're hoping to make access to superior quality and original products easier for the client."

Click and receive

With the help of an easy-to-use online catalogue, the web surfer can choose the model, colour and size. He or she can then decide on the date and address for delivery. (In a panic situation, the perfect pair of shoes can be delivered in 24 hours!) Modest delivery charges are added to the price of the article and payments (which are secure) can be made by credit card or Interac.

"We have several surprises planned for the future for our web surfer clientele. We very much hope to include collections for children and our clothing line. We will eventually offer some things exclusively online so as to make every visit stimulating" adds David Brownstein.

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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Website: www.brownsShoes.com

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ONLINE BOUTIQUE
TECHNICAL CARD

Website address: www.brownsShoes.com

Official launch date: March 13, 2007

Products: Shoes for women, shoes for men, handbags

Popular brands and designers available online:

ADIDAS	CAMPER	TIMBERLAND
BABY PHAT	DKNY	UGG
BETSEY JOHNSON	ELLE	VITTORIO VIRGILI
CASADEI	EMU	BARRACUDA
CHIE MIHARA	GEOX	HUGO BOSS
CONVERSE	HUSH PUPPIES	CLONE
CHRISTIAN LOUBOUTIN	PETER KAISER	FABI
DKNY SPORTS	KENNETH COLE	ALBERTO GUARDIANI
FARYL ROBIN	AQUATALIA	MORESCHI
FORNARINA	PENNY ♥ KENNY	OXS
GIANCARLO PAOLI	JOSEPH SEIBEL	CESARE PACIOTTI
GUISEPPE ZANOTTI	NAOT	REDWOOD
HOUSE OF DEREON	MAGS	SIOUX
JEFFREY CAMPBELL	VAGABOND	VARVATOS
JUICY COUTURE	UGGS	Y-3
KEDS	MICHELLE K	B.MAKOWSKY
KILLAH	ADIDAS	CHINESE LAUNDRY
KORS MICHAEL KORS	BLACKSTONE	RAMAPGE
LACOSTE	CALVIN KLEIN	DESMO
L.A.M.B	CLARKS	DKNY
MARC BY MARC JACOBS	COLE HAAN	FELIX REY
MICHAEL MICHAEL KORS	CONVERSE	ISABELLA FIOIRE
NATURAL CONFORT	DOUCALS	JEANNE LOTTIE
NAUGHTY MONKEY	DIESEL	KATHY VAN ZEELAND
NIKE	ENERGIE	LE COQ SPORTIF
PUMA	FIRETRAP	MARCO BUGGIANI
ROYAL ELASTICS	GAEN	MISS SIXTY
ROOS	GALIZIO TORRESI	OAKLEY
SEYCHELLES	ED HARDY	RAFE NEW YORK
STUART WEITZMAN	HUSH PUPPIES	JUICY
STELLA MCCARTNEY	KENNETH COLE REACTION	SECOND
STEVE MADDEN	KOWALSKI	SEQUOIA
TOMS	MAGNANNI	LE SPORT SAC TOKIDOKI
VON DUTCH	MERRELL	TRIPLE FIVE SOUL
WANNABE	POLICE	MATT & NAT
BERNARDO	JO GHOST	TIMBERLAND
BEAUTIFEEL	REEBOK	UGG
ARCHE	ROCKPORT	VITTORIO VIRGILI



- Exclusive brands:
Browns Couture, Browns ID, B2, Bravo Browns, Vita Browns, Mimosa, Luca Del Forte.

Delivery

- Delivery: anywhere in Canada
- Delivery time: choice of 3 to 5 working days or next-day.
- Type of delivery: parcel service
- Delivery cannot be made to a post office box

Charges and payment

- Payment methods accepted: Visa, MasterCard and online Interac
- Additional costs applicable to purchase:
 - \$7 per article for regular delivery (3 to 5 working days)
 - \$15 per article for next-day delivery.

Exchange and refund

Returns are accepted within the 3 months following purchase. Shoes must not have been worn. Returns for exchange can be made to the Browns store of one's choice, or the merchandise may be returned in its original packaging.

Transactional website creator: ICongo

For more information:

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