



AND A PAIR MAKES TWO

B2 from Browns Shoes opens 2 new Quebec stores this spring

Montreal, June 4, 2007 – Two new B2 shoe stores opened this spring, one on May 2nd in Ste-Foy's Laurier Québec, and one on June 1st in Point-Claire's Fairview Centre.



Encouraged by the resounding success of the Carrefour Laval B2 store, which opened in 2001, Browns Shoes Inc. now has seven B2 stores across Canada including three in Quebec.

“We are very enthusiastic about the idea of setting up two new B2 stores in Quebec, with its energy and its reputation for being avant-garde and fashion

sensitive – the ideal place to develop a young, bold store chain like B2,” explains Natalie-Andrée Vallerand, marketing director for Browns Shoes Inc.

The most sought-after shoes, bags and accessories will delight trendsetters of all ages in an eclectic atmosphere where the techno-urban décor is punctuated by vivid, exciting colours. Inspired by street fashion and catwalks, B2, BROWNS ID and BRAVO BROWNS are among the trendiest collections to be found at B2. And what will be the most popular brands for summer 2007? Keds, Converse, Lacoste and Puma!

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.

-30-

For further information:
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