



Press Release
For immediate release
Business / Retail / Fashion

BROWNS SHOES SHOPS ON THE MOVE

Montréal, February 5th, 2007 – The leader in the Canadian shoe business, Browns Shoe Shops, takes on exciting initiatives in 2007 as its collaboration with Holt Renfrew comes to an end.

Michael Brownstein, President of Browns Shoe Shops, announces the beginning of a new chapter in Browns' history. "We have been the leader in the shoe business for nearly 70 years and on January 22nd 2007, after fifteen years of a successful relationship, we said goodbye to our former partner Holt Renfrew and are looking forward to a very promising future."

Looking ahead, Browns has recently opened a new store in both Montréal and Ottawa and two stores in the Toronto area. Three other prime downtown locations will also shortly open their doors in Toronto, Vancouver and Montréal. By this Summer, there will be a total of 37 Browns stores across Canada.

Also, in keeping with the times, Browns' flagship store at Rockland Centre in Montréal is undergoing a major renovation to be completed in March, marrying Montreal's joie-de-vivre with Hollywood's glitzy glamour. In the same spirit, Browns has given a similar treatment to their Hazelton Lanes and Bayview Village stores in Toronto. Moreover, B2 Shops on Robson Street (Vancouver) and Queen Street (Toronto) will conquer all shoe obsessions with a new selection of designer collections. And Browns' exclusive lounge mezzanine at its Ste-Catherine location in Montréal continues to offer the ultimate red carpet experience in shopping. Lastly, March 2007 will capture Browns Shoe Shops' ultimate desire to offer the best shoe shopping experience when its online boutique at www.brownsshoes.com is launched.

As always, Browns continues to enjoy an exceptional partnership with the finest designers in shoes and handbags such as Gucci, Christian Louboutin, Manolo Blahnik, Miu Miu, Prada Sport, Stuart Weitzman, Tods, Marc Jacobs, Michael Kors, Christopher Kon, and features exclusive styles. Browns is proud and delighted to highlight these collections in its selected flagship stores.

"More than ever, Browns is energized and animated by its position as the leading retailer of quality fashion footwear in Canada. We have always been dedicated to providing our



clientele with the best possible selection and customer service, and we look forward to carrying on our tradition.” concludes Michael Brownstein.

About Browns Shoe Shops

Founded in 1940, the family-owned business Browns Shoe Shops Inc. has 600 employees across Canada. Based in Montréal, the company owns 35 stores under Browns and B2 banners. Browns Shoe Shops offers high-end leather accessories, international designer goods as well as exclusive collections for ladies, men, girls and boys. Each year, Browns Shoe Shops donates 10% of its pre-tax profits to charities.

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Website: www.brownsshoes.com

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