

January 26, 2009

To Our Valued Vendors,

I am excited to announce a new partnership Famous Footwear has formed with Edifice Information Management. Starting this March, we will begin to provide Edifice our weekly sales and stock data at the store/item/size/level. Edifice takes this data and provides detailed, actionable reporting to help improve the communication and flow of data between vendors and retailers.

Edifice reports are delivered each week in Excel pivot tables via the Edifice web portal. Preformatted analyses such as top products, top stores, stock-to-sales, monthly trending, and stock-out exposure are also included.

We feel this service provides an opportunity to optimize our business with you by:

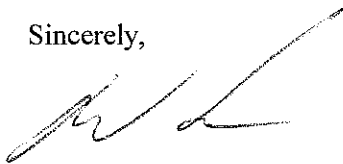
- Quickly identifying and reacting to best sellers
- Reducing stock-outs on key items
- Taking corrective action on underperforming styles
- Analyzing historical data for key items and selling periods

Our hope is to replace current reports produced by our merchant teams with Edifice. The service will be available to you starting Monday, March 2nd.

If you are already an Edifice customer, please contact your Edifice account manager and they can get you started. If you are new to Edifice, please contact Georgeann Bodnar at (210) 494-5008 or gbodnar@EdificeInfo.com. You can also learn more about the Edifice reporting services via their website, www.EdificeInfo.com.

We look forward to a successful 2009 with you and your organization!

Sincerely,



Mark Lardie
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