



NINE WEST “GOOD FOR YOUR SOLE” CAMPAIGN

NINE WEST “GOOD FOR YOUR SOLE” CAMPAIGN TO BENEFIT JOB TRAINING PROGRAMS Nine West stores in Canada and Goodwill Industries of Alberta Sponsor Shoe Donation Program

Edmonton — Nine West Canada and Goodwill Industries® of Alberta are encouraging customers to donate their gently used and previously loved shoes, boots and handbags as part of the “Good for Your Sole” campaign, which will run from Friday, November 20 through Sunday, December 13.

Customers who make donations at any Nine West, Easy Spirit, Nine West Shoe Studio or Madison Shoes and Accessories stores in Canada will receive a \$20 savings card. In addition, consumers who donate products at their local Goodwill outlet during this promotion will receive special \$20 off a \$100 purchase “Thank You” coupon redeemable at any Nine West, Easy Spirit, Nine West Shoe Studio or Madison Shoes and Accessories stores across Canada.

Products donated at these stores will be sold at local Goodwill® retail stores across Canada, where the revenues will fund job training programs, employment placement services and other community-based programs for people who have disabilities, lack education or job experience, or face other employment challenges.

“By donating to Nine West Canada’s Good for Your Sole campaign, individuals are providing us with the necessary resources to fund our critical job training programs,” said Goodwill Industries of Alberta CEO, Cleo Prellwitz. “The donations will help transform lives and strengthen communities by helping people train for careers in new fields and emerging industries.”

As unemployment continues to be a problem for many Canadians, this donation program will help support the growing number of job seekers in finding meaningful employment — allowing them to achieve economic stability and to support themselves and their families. Goodwill operates seven agencies throughout Canada, which assisted more than 15,700 people with employment services in 2008.

“We are proud to be associated with Goodwill in Canada,” said Rebecca Nettleton, Marketing Manager for Sherson Group Inc., “The Good for Your Sole campaign provides our customers with the opportunity to make donations that will enable people from all walks of life to obtain and maintain economic independence and an increased quality of life. This partnership exemplifies our commitment to the communities in which we operate.”

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About Nine West

Nine West is the world's #1 brand in women's fashion footwear and handbags. Nine West, Nine West Shoe Studio and Madison footwear and accessories stores in Canada are owned and operated by Sherson Group Inc.

About Sherson Group

As one of Canada's premier distributors of footwear and accessories, Sherson Group has been managing, importing and distributing world-famous brands since 1984. In 1999, Sherson made a bold foray into the retail market with the purchase of five Nine West stores. Opening new retail locations almost annually, Sherson Group now has over 48 retail locations operating under the Nine West, Nine West Shoe Studio, Bandolino, Easy Spirit and Madison Shoes & Accessories banners.

For additional information about Sherson Group Inc. visit www.sherson.com for information about Nine West visit www.ninewest.ca for information about Madison Shoes & Accessories www.madisonshoes.ca for information about Easy Spirit www.easyspirit.ca or call:

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About Goodwill Industries of Alberta

Goodwill Industries of Alberta is a not for profit agency whose mission is to change the lives of people with disabilities and other barriers to employment by turning household donations and other resources into training and jobs. We help these people gain employment and teach them the skills they need to successfully keep that employment and be members of the community.