



NEWS RELEASE

IMMEDIATE RELEASE
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4,000 IMPOVERISHED CHILDREN ON SKID ROW GET NEW ATHLETIC SHOES, CLOTHING & SCHOOL SUPPLIES AT THE FRED JORDAN MISSION'S 21st ANNUAL BACK-TO-SCHOOL GIVEAWAY - - and IT'S ALL FREE!

*FOOT LOCKER DONATES 4,000 PAIRS OF ATHLETIC SHOES AND SOCKS;
CHILDREN & FAMILIES LINE UP AND CAMP OUT FOR DAYS*

The nation's largest Back-to-School NEW Clothing Giveaway has become a tradition on Skid Row in Los Angeles. Thousands of underprivileged children in Downtown Los Angeles will receive brand new athletic shoes at the Fred Jordan Mission's 21st Annual Back-to-School Giveaway, as part of a unique partnership between Foot Locker and the Mission. The Annual Giveaway will be held at the Fred Jordan Mission located at 445 Towne Avenue, Thursday, October 1, beginning at 9:30am.

Fifth Street in downtown Los Angeles will be transformed into a huge Foot Locker store with more than 60 Foot Locker associates ensuring that each child is custom-fit with the perfect size shoes. Foot Locker, the world's largest athletic specialty retailer, will donate athletic shoes and socks to outfit more than 4,000 children.

"Foot Locker is proud to once again be part of the Fred Jordan Mission's Back-to-School Giveaway program," said Keith Daly, president and ceo of Foot Locker U.S. "This year marks our 21st year of donating more than 100,000 pairs of athletic shoes and socks to children in need within the Los Angeles community."

Nearly 300 caring volunteers will join the Foot Locker team to distribute new clothing, back packs, school supplies, hygiene products, give haircuts and provide lunch to poor and needy children from the inner city area.

In the past 20 years, the Mission's legendary Back-to-School Giveaway has given hope to more than 100,000 needy children and their families. In addition to Foot Locker, numerous contributors will be on-site donating their time and products: In-N-Out Burger; KIDS; Avery Dennison; Wal-Mart; Lucky Brand; Edgewood Press; Barbara Walden; Shelter Partnership; Hills Pet Nutrition; Phillips, Lerner, Lauzon & Jamara, LLP; Xpress Supplies; Early, Maslach & Van Dueck; Allen Schwartz; Fargo Logistics and Kids Kaps With Love.

Throughout the day, children will be walking down the red carpet, as they model their new athletic shoes, socks, apparel and new haircuts in their very own fashion show.

The Fred Jordan Mission, open 365 days a year since 1944, feeds hundreds of hungry people and provides assistance to impoverished individuals and families. The Mission is a non-profit, faith-based, educational and relief organization that focuses on education, job training, and self-reliance.

Foot Locker, Inc., operates approximately 3,600 athletic specialty retail stores in 21 countries in North America, Europe and Australia. Through its Foot Locker, Footaction, Lady Foot Locker, Kids Foot Locker and Champs Sports retail stores, as well as its direct-to-customer channel Footlocker.com/Eastbay, the Company is the leading provider of athletic footwear and apparel.

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