



NEWS RELEASE

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Contact: Suzanna Choi, Fred Jordan Mission
(949) 254-8080
Gabriella Citrin, Foot Locker
(917) 903-3614

THOUSANDS OF IMPOVERISHED CHILDREN RECEIVE BRAND NEW ATHLETIC SHOES, CLOTHING & SCHOOL SUPPLIES AT THE FRED JORDAN MISSION'S 19TH ANNUAL BACK-TO-SCHOOL GIVEAWAY

FOOT LOCKER DONATES MORE THAN 4,000 PAIRS OF ATHLETIC SHOES AND SOCKS

Thousands of underprivileged children in Downtown Los Angeles will be receiving brand new athletic shoes at the Fred Jordan Mission's 19th 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, Monday, October 8, beginning at 10:00am. More than 150 caring volunteers will distribute donated clothing, shoes, school supplies, toiletries, and more to impoverished children from the area.

Towne Avenue will be transformed into a huge Foot Locker store with more than 60 Foot Locker associates ensuring that each child is custom-fitted 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 of Foot Locker U.S. "This marks the 19th year in which we are donating thousands of pairs of athletic shoes and socks to provide the children of the Los Angeles community with the necessities as they start the new school year."

In the past 19 years, the Mission's legendary Back-to-School Giveaway has transformed the lives of nearly 100,000 needy children. In addition to Foot Locker, numerous contributors will be on-site donating their time and products: In-N-Out Burger, Arrowhead Water, Avery Dennison, Coca-Cola, Wal-Mart, Disney, Wrap4ASmile Foundation, Inc., Lucky Brand Jeans, Edgewood Press, Children's Network, Barbara Walden, Feed the Children, K.I.D.S, Shelter Partnership, Solomon, Winnette & Rosenfield CPA's, the Sikh Community of Los Angeles, and Paul Mitchell The School.

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 for impoverished individuals and families. The Mission is a non-profit, faith-based, educational and relief organization emphasizing education, job training, and self-reliance.

Foot Locker, Inc., operates approximately 4,000 athletic specialty retail stores in 20 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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