

FOOT LOCKER, INC.

N E W S R E L E A S E

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FOOT LOCKER TEAMS UP WITH EVERLAST FOR REALITY TELEVISION SHOW

NEW YORK, September 13, 2004 -- Foot Locker, Inc., (NYSE: FL) the New York-based athletic specialty retailer, today announced its partnership with Everlast as the official retailer for the upcoming NBC series, "The Contender," a new unscripted drama created by Mark Burnett Productions and DreamWorks.

As part of the agreement, a special collection of Everlast apparel and equipment featured on the show will be sold exclusively at select Foot Locker stores. A "Contender" hangtag will mark the assortment of active wear, T-shirts, hats and shoes.

"This marketing opportunity is another example of our long and valued partnership with Everlast, boxing's most famous athletic brand," said Rick Mina, president and chief executive officer, Foot Locker, Inc., U.S.A. "We're excited to work with Everlast, Mark Burnett and DreamWorks to create and market this unique apparel and equipment collection for the series."

During the series, the boxing hopefuls will be outfitted in several apparel collections set to debut in Foot Locker stores in October. Predominantly featured on the show will be the Everlast logo collection, consisting primarily of black/gray thermals, hoodies, long- and short-sleeved T-shirts, baseball caps and winter knit hats.

In addition to the logo collection, Foot Locker will also carry the fashion-focused Everlast Heritage collection, influenced by past champions like Jack Dempsey and Joe Louis. The apparel, featuring the names and likenesses of Dempsey and Louis, include tees, fleece, and the unique cornerman jacket. Hitting stores in time for holiday is an extension of the Heritage collection showcasing champion boxers Sugar Ray Leonard and Rocky Marciano.

Produced by Mark Burnett Productions and DreamWorks, "The Contender" is a new hour-long reality series following the lives of 16 boxers as they live together in a compound and duke it out every week, vying for a \$1 million grand prize. Sylvester Stallone and Sugar Ray Leonard will mentor these aspiring young boxers through intensive training and rounds of competition where the losing fighter is eliminated from the show. The final two remaining boxers will head to Las Vegas for the ultimate fight that will determine "The Contender" champion.

The boxers were selected through a nationwide search of the best and most promising talent in the country. "The Contender" will begin airing in November on NBC.

As official retailer of the show, Foot Locker will receive on-air credits, as well as brand placement throughout the episodes. Foot Locker will promote the show and the Everlast collections in participating stores through point-of-sale signage and promos that will run on its in-store video monitors.

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Foot Locker, Inc. is an athletic specialty retailer that operates approximately 4,000 athletic retail stores in 17 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.

Disclosure Regarding Forward-Looking Statements

This press release contains forward-looking statements, which reflect management's current views of future events and financial performance. These forward-looking statements are based on many assumptions and factors detailed in the Company's filings with the Securities and Exchange Commission, including the effects of currency fluctuations, customer demand, fashion trends, competitive market forces, uncertainties related to the effect of competitive products and pricing, customer acceptance of the Company's merchandise mix and retail locations, the Company's reliance on a few key vendors for a majority of its merchandise purchases (including a significant portion from one key vendor), unseasonable weather, risks associated with foreign global sourcing, including political instability, changes in import regulations, disruptions to transportation services and distribution, and the presence of severe acute respiratory syndrome, economic conditions worldwide, any changes in business, political and economic conditions due to the threat of future terrorist activities in the United States or in other parts of the world and related U.S. military action overseas, the ability of the Company to execute its business plans effectively with regard to each of its business units, including its plans for the marquee and launch footwear component of its business, and its plans for the integration of the Footaction stores. Any changes in such assumptions or factors could produce significantly different results. The Company undertakes no obligation to update forward-looking statements, whether as a result of new information, future events, or otherwise.

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