

# FOOT LOCKER, INC.

## N E W S   R E L E A S E

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### **FOOT LOCKER, INC. LAUNCHES ADIDAS' KEVIN GARNETT SHOE**

NEW YORK, NY, July 21, 2004 -- Foot Locker, Inc. (NYSE: FL), the New York-based specialty athletic retailer, today announced the launch of the adidas "Garnett," the first signature shoe of reigning NBA Most Valuable Player, Kevin Garnett (KG) of the Minnesota Timberwolves.

KG's shoe releases with two distinct styles, a performance model, the Garnett, as well as two off-court versions, the KG Attitude Mid and KG Attitude Low. The entire collection, advertised exclusively at Foot Locker and Champs Sports (also available at Eastbay), reflects KG's creative input in both function and fashion.

KG kicked-off the winning partnership with Foot Locker, Inc., by joining executives at the Company's National Leadership Conference in Las Vegas last week.

"Being named the NBA Player of the Month a record four times during the 2003-2004 season, KG has made a statement both on and off the court," said Rick Mina, President and Chief Executive Officer, Foot Locker, Inc. – U.S.A. "We're excited to be the exclusive destination for this hot young talent's first signature shoe."

The Garnett performance shoe releases July 21, 2004 for \$100, followed by the KG Attitude Mid for \$75 and KG Attitude Lo for \$70, on August 13, 2004. All shoes will be available in two colorways, white/blue and black/silver.

The shoe launches are supported by a fully integrated ad campaign created by 180/TBWA San Francisco (TBWA\CHIAT\DAY San Francisco), which debuted July 19, 2004. The campaign illustrates KG's role as team leader and his commitment to his teammates, fans and family, in both his professional and personal life.

TV spots run on Fox, WB, ESPN, and MTV, to name a few. In addition, there is a major print push with a 3-foot pullout poster in July issues of magazines such as *The Source*, *Slam* and *Dime*. Digital ads will run on ESPN, yahoo!, MSN and Launch websites, directing consumers where-to-buy at [footlocker.com](http://footlocker.com). Another on-line component includes a website featuring interactive video, KG interview snippets and music downloads. The entire campaign will be supported in Foot Locker, Inc. stores with point-of-sale materials.

Foot Locker, Inc. is a specialty athletic retailer that operates approximately 3,900 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](http://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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