

FOOT LOCKER, INC.

N E W S R E L E A S E

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FOOT LOCKER, INC. ANNOUNCES BACK-TO-SCHOOL PARTNERSHIP WITH REEBOK

NEW YORK, NY, August 9, 2004 -- Foot Locker, Inc., the New York-based athletic specialty retailer, today announced its back-to-school program line-up with Reebok.

Classics are a driving force this back-to-school season with the launch of the Reebok Classic Clyp Groove, a Foot Locker, Inc. exclusive. It was introduced at Foot Locker and Champs Sports in black/silver in June, for \$64.99, with several additional colorways hitting stores throughout the back-to-school season.

“The classics category remains very popular with our customers,” said Rick Mina, President and Chief Executive Officer, Foot Locker, Inc. - U.S.A. “Our strong partnership with Reebok allows us to differentiate each of our retail brands by offering an exclusive style that is relevant to each core customer through our targeted marketing programs.”

The Classic Clyp Groove’s debut at Foot Locker is supported by a television ad, created by The Arnell Group, that features an integrated lift from rap artist Twista’s music video for *So Sexy*. Another ad, created by AKA Advertising, promotes the shoe for Champs Sports. This humorous spot, starring Philadelphia Eagles Quarterback Donovan McNabb, showcases Champs Sports’ heritage as an authentic sports brand, while highlighting this fashion-based product.

The classics theme continues in Lady Foot Locker stores with the women’s Reebok Classic Clyp Groove, with pops in the season’s brightest colors, red and pink. These newest editions are supported with a television spot, created by AKA Advertising. In this product-driven ad, the girls literally paint the town red and pink as they walk through the street and everything they touch suddenly changes to match the colors of their new Reebok Classics.

Fun is the focus in Kids Foot Locker with the Reebok Classic Lights, shoes that feature a special sole with lights that blink as the child walks and runs. The playful shoes come in black, pink and white in infant through grade-school sizes, prices ranging from \$40 to \$50. The Lites are supported with a television ad by AKA, where children playing at dusk try to catch fireflies that are attracted to the lights on the shoes. This spot illustrates the fun features of the product in an entertaining way that is relevant to kids’ lives.

Also available only at Foot Locker, Inc. stores this back-to-school season is the Reebok GXT, rapper 50 Cent’s shoe. Priced at \$90.50, the shoe hit stores July 2 in white/red, and August 6 in black/white. Supporting the GXT launch is a television ad (also by Arnell Group) that gives viewers a peak into 50 Cent’s workout as he sweats through a serious training regimen in his G-Unit gear.

All of the Reebok-partnered spots run from late-July through mid-August on targeted cable networks such as MTV, BET, ESPN, VH1, and Comedy Central. The Kids Foot Locker spot runs on Nickelodeon, Cartoon Network and Fox Box.

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Foot Locker, Inc. is an athletic specialty 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, 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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