

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 ADIDAS

NEW YORK, August 10, 2004 -- Foot Locker, Inc. (NYSE: FL) the New York-based athletic specialty retailer, today announced the launch of one of its major back-to-school initiatives with adidas.

The “Garnett,” the first signature shoe of reigning NBA Most Valuable Player, Kevin Garnett (KG) of the Minnesota Timberwolves, is advertised exclusively at Foot Locker and Champs Sports (also available at Eastbay). Reflecting KG’s creative input in both function and fashion, the 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.

“Both casual and performance product are key during the back-to-school season,” said Stacy Cunningham, senior vice president, strategic marketing, Foot Locker, Inc. “We’re excited to partner with adidas to offer the consumer the newest in style, fashion and technology.”

The Garnett performance shoe released July 21 for \$100, followed by the KG Attitude Mid for \$75 and KG Attitude Lo for \$70, on August 13. 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) including TV, print, and Internet. 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. Television ads air mid-July through mid-August on NBC, FOX, WSPN, MTV and Comedy Central, to name a few.

adidas Originals, known for their classic and clean styling, are important all year, and especially at back-to-school. Rolling out to Lady Foot Locker stores throughout July and August in exclusive colorways is the Somoa, part of adidas’ Heritage collection. Priced at \$60, color combinations of white/navy/altitude blue and white/black/red hook-up to a matching apparel selection to complete the package.

On the women’s performance side is the Metaphor, a running shoe selling for \$80 at Lady Foot Locker. It’s available in silver/diva pink with the exclusive “Hot Shot” apparel collection.

Both Lady Foot Locker packages are supported with television advertising, created by AKA Advertising, New York. The spot highlights one young woman in different facets of her life, wearing either the lifestyle or technology-driven product. It airs from the mid-to-end of August on MTV, BET, VH-1, E!, and networks in spot markets.

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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, 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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