



EMBARGO: 28th May

FOOT LOCKER AND CONVERSE MAKE THE STREET YOUR RUNWAY - INTRODUCING THE NEW CHUCK TAYLOR COLLECTION

May 2007: Foot Locker continues to be at the forefront of sneaker and sports fashion originality, with **the launch of the new Converse All Star Chuck Taylor collection**. A reinterpretation of the classic footwear, the latest take on the universal rubber-and-canvas sneaker, on sale across Europe as of May 28th.

To promote the launch, Converse and Foot Locker Europe will be joining forces by turning the street into a stage - or rather - a **RUNWAY!**

On May 28th, Converse lovers in Italy will be encouraged to stop by the main Foot Locker locations in Rome and Milan, where they will be given a chance to flaunt their street wear and strike a few poses, all while showing off their favorite Converse sneakers.

There will be four participating stores in Milan (Corso Buenos Aires, Corso Vittorio Emanuele, Via Torino, Via Casati) and six in Rome (Stazione Termini, Via del Corso, Via Ottaviano, Via Appia, Viale Libia, via Tuscolana).

If you cant make it to the store then check out the website: www.MakeTheStreetsYourRunway.com and upload your "Fahion" video and tell Foot Locker why your Converse sneaks make your style.

The best video winner will be rewarded with one **V.I.P. weekend to Paris** during Fashion Week, which includes admittance to selected shows with an urban, young flair. **A digital camera is the second prize**, and many more prizes will be awarded in the stores.

The new Chuck Taylor Converse collection is the latest take on the universal rubber-and-canvas sneaker. Ankle-high and hip, with the signature star, it comes in solid colors as well as camouflage or embellished with flowers.

www.MakeTheStreetsYourRunway.com

About Foot Locker

With almost 4000 retail outlets around the globe, Foot Locker is the world's largest sports fashion retailer.



What makes Foot Locker different and so loved by its consumers is the passion for sneakers it shares with them and the deep understanding of their expectations in

sports fashion. It is that shared passion that makes of Foot Locker the expert on sneakers and sneakers culture. Thanks to that shared passion, Foot Locker can provide the latest and greatest in sports fashion selecting only the best and most exclusive designs from the hottest brands. That's why it is the place where sneaker people can experience innovation, exclusivity and style.

Foot Locker was first introduced to the retail marketplace in 1974 and has since grown to over 4000 retail outlet worldwide. Its international expansion began in 1980 when it opened its first store in England. Since then Foot Locker has opened stores throughout Europe, Canada and the Asia Pacific Region. With more than 500 retail outlets in 18 countries across Europe, Foot Locker is uniquely placed as the only pan-european sports fashion retailer.

About Converse

Established in 1908, the Converse brand has built a reputation as "America's Original Sports Company"™ and has been associated with a rich heritage of legendary shoe such as the Chuck Taylor® All Star® shoe, the Jack Purcell® shoe and the One Star® shoe. Converse was the first basketball shoe to ever make contact with the court in 1917. Soon after, Converse gained iconic status with the creation of the Chuck Taylor All Star shoe in 1923, which went unmatched through five decades of professional basketball. For more information, visit Converse on the web at www.converse.com.