

JOHNSTON & MURPHY

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Johnston & Murphy Reveals President Obama's Sole Selection

NASHVILLE, Tenn. - (Jan. 13, 2010) – Traditions have a special place in American history, and Johnston & Murphy is pleased to continue its long-standing tradition as shoemaker to the presidents by presenting President Barack Obama with a pair of custom-made shoes.

Johnston & Murphy has handcrafted footwear for every American president since Millard Fillmore in 1850. This 160-year tradition continues with President Obama's selection of a sleek, runoff oxford in black, a more contemporary style than previous presidential selections.

For the presentation of President Obama's footwear options, Johnston & Murphy designed a new last¹ with several style choices. Based on the president's selection from the original sketches and from White House feedback about his personal footwear preferences, Johnston & Murphy designed a truly unique pair of shoes to complement the president's sharp and sophisticated fashion sense. Beginning this fall, a Handcrafted in Italy collection inspired by President Obama's selection will be available in Johnston & Murphy stores nationwide and online.

Additionally, as a tribute to President Obama's outspoken admiration and respect for Abraham Lincoln, Johnston & Murphy fashioned a pair of boots inspired by the pair the company custom-made for President Lincoln in 1861. For two men alike in so many ways, Johnston & Murphy felt it only natural to extend the similarities between Presidents Lincoln and Obama from their heads to their feet. Lincoln's size 14 shoes—the largest of all the Presidents—could never be filled, but President Obama will be a little closer to walking in Lincoln's footsteps in this modern interpretation of his boot.

Johnston & Murphy has created www.shoesofthepresidents.com to commemorate its long-standing legacy of style in the White House. The Web site features a visual tour of presidential footwear, a timeline of every president from Fillmore to Obama who have donned a pair of handcrafted Johnston & Murphy shoes, as well as fun facts about our national leaders and their personal style.

About Johnston & Murphy

A division of Nashville-based Genesco Inc., Johnston & Murphy is a premium footwear and accessories brand for men and women offering merchandise through 118 retail stores, 45 factory stores, more than 2,100 premier department and specialty stores, direct mail and on its Web site, www.johnstonmurphy.com.

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¹ A last is a form in the rough shape of a human foot, which is used in shoemaking to provide the fit and style of a shoe.