



January 19, 2012

The Honorable John A. Boehner
Speaker
U.S. House of Representatives

The Honorable Harry Reid
Majority Leader
U.S. Senate

The Honorable Nancy Pelosi
Democratic Leader
U.S. House of Representative

The Honorable Mitch McConnell
Republican Leader
U.S. Senate

Dear Speaker Boehner, Leaders Reid, McConnell and Pelosi:

As leaders in the retail industry, we see first hand every day that too many Americans struggle to make ends meet, and that our customers find it difficult to afford basic necessities, such as footwear. Therefore, we especially appreciate Congress's continued focus on policies that will unleash American's potential and put our country back on a path of strong economic growth.

We believe it is important to remember the millions of hard working families across the country that have been hit hardest by a souring economy and merit direct relief. Toward that end, we urge our leaders in Congress to pass the Affordable Footwear Act (H.R. 2697/S. 1069), which would provide long overdue relief to consumers on the cost of a basic necessity - children's footwear and other moderately priced shoes.

Fortunately, this bipartisan legislation sponsored by over one-third of the House of Representatives in the 110th Congress and by twenty-two Senators last Congress, is something that Congress can move on quickly, and hopefully before the end of the year.

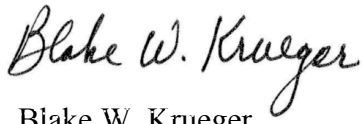
In many cases one third to one half of the cost of family footwear is attributed to excessively high import duties. These tariffs go back to the Smoot-Hawley laws passed in the 1930s and they have not been changed since. The Affordable Footwear Act (AFA) would eliminate the highest and most regressive tariffs on footwear, which has not been manufactured in the United States for decades. It is time to eliminate these duties because they no longer serve any purpose and raise the cost of shoes to hard working consumers.

Understandably, amid the efforts to pass the recovery bill and other pending trade matters, popular and important legislation like AFA was put aside. However, we do believe the time has come to address this important matter. We hope Congress can still act this year. AFA is the perfect opportunity to provide a tangible tax cut that would immediately stimulate the economy and provide a benefit to Main Street Americans. We urge the inclusion of AFA in appropriate legislation as soon as possible to assist American families.

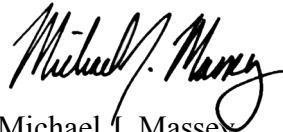
Thank you for your consideration.

Sincerely,

(please see following pages)



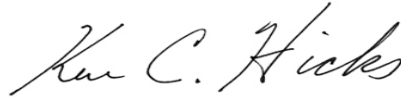
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Chairman, President & CEO
Wolverine World Wide
Rockford, MI



Michael J. Massey
Interim CEO & Senior Vice President
Collective Brands, Inc.
Topeka, KS



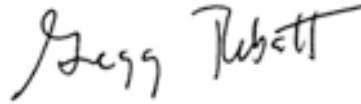
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Ken C. Hicks
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Report Footwear
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Steve Madden, Inc
Long Island City, NY



Steve Madden
Founder
Steve Madden, Inc.
Long Island City, NY



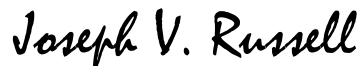
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