



*** MEDIA ALERT *** MEDIA ALERT *** MEDIA ALERT***

Saks Fifth Avenue unveils 10022-SHOE, the new designer shoe floor that's so big it has its own "ZIP Code"

Stylist to the stars Phillip Bloch to cut the ribbon

- WHO:** **Phillip Bloch**, renowned stylist
Steve Sadove, Chairman and CEO, Saks Fifth Avenue
Rod DeVar, Manager of Advertising and Promotion, U.S. Postal Service
- WHAT:** The grand opening of 10022-SHOE, Saks Fifth Avenue's vastly expanded designer shoe floor on Eight in the New York flagship store. The space will hold a place in marketing history as the first floor to brand its location as a literal shopping destination.
- The newly designed floor, with 150% more shoes, will offer customers luxury amenities—including a VIP room for private shopping complete with spacious seating, refreshments and an adjacent fitting room. Also available: an expert shoe repair and refurbishing service, instant inventory checks on state-of-the-art computer terminals, two charming cafés and direct access to 10022-SHOE via an express elevator.
- When these elevator doors open, shoppers will be struck by the expansive, wide-open environment. 10022-SHOE will feature 50% more selling space, clear sightlines and a truly dazzling centerpiece: a 70-foot-long curving wall of enchanting hand-blown Murano glass bubbles. At the floor's perimeter, tall, undulating walls will create a flow of brands, designed to encourage browsing and ensure flexibility for Saks as collections expand.
- Saks Fifth Avenue, one of the world's pre-eminent specialty retailers, is renowned for its superlative American and international designer collections, expertly edited assortments and exemplary customer service. Today, Saks operates 54 full-line stores in 25 states, two in the Middle East in Dubai and Riyadh, 50 Saks Fifth Avenue Off 5TH stores and saks.com.
- WHEN:** **Friday, August 17, 2007**
9:00 a.m. Media Check-In
9:30 a.m. Press Conference / Ribbon Cutting
10:00 a.m. Official Store Opening
- WHERE:** **Saks Fifth Avenue**
8 East 50th Street (security entrance)
Between Madison & Fifth Avenue
- CONTACT:** Shawn Purdy/Christina Stejskal
PMK/HBH – NY
212.582.1111
Shawn.Purdy@pmkhhb.com/Christina.Stejskal@pmkhhb.com
- Joanne Veto
U.S. Postal Service
202.268.3118
joanne.m.veto@usps.gov