

For Immediate Release

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**WIN ONE OF FOUR SMART VEHICLES - THE WALKING COMPANY AND SIMPLE SHOES TO GIVE AWAY POPULAR CARS DURING ECO-FRIENDLY PROMOTION**

**Leading retailer of comfort footwear partners with smart USA and the Sierra Club for exclusive launch of eco-friendly PlanetWalkers™ by Simple Shoes**

SANTA BARBARA, Calif., June 10, 2008 – [The Walking Company](#) (NASDAQ: WALK), the world's largest specialty retailer of comfort footwear, today announced partnerships with smart USA (NYSE: PAG) and the Sierra Club for this summer's "Think Smart, Be Planet Friendly" promotion which will also feature the exclusive launch of Simple Shoes' (NASDAQGS: DECK) new eco-friendly line of comfort footwear – PlanetWalkers™. Simple's new PlanetWalkers™ will be exclusively available at The Walking Company during the promotion running from mid-July through the end of August. The partnerships with smart USA, distributors of the smart line of vehicles, and the Sierra Club, America's largest grassroots environmental organization, are geared to bring attention to environmental stewardship issues among consumers and generate excitement by offering a chance to win a new fuel efficient car every week during the month of August.

"We've always believed that comfort footwear is a smart choice and we're proud to offer our customers the best comfort brands from around the world," said Andrew Feshbach, CEO of The Walking Company. "When we can do that and offer the same quality with eco-friendly products we want to make a very big deal of it. That's what the 'Think Smart, Be Planet Friendly' event is all about."

The Walking Company has partnered with smart USA to give customers a chance to win one of four smart fortwo vehicles during the month of August. From its initial conceptualization to today's manufacturing, smart has adhered to strict Daimler AG (stock exchange abbreviation DAI) environmental guidelines in an effort to protect the environment, reduce energy consumption and innovatively preserve natural resources. "Think Smart, Be Planet Friendly" will heighten awareness of the benefits of the ultra-low emission vehicle and encourage more planet friendly transportation decisions.

PlanetWalkers, the most comfortable and eco-friendly shoes on the planet, maximize the use of environmentally sensitive materials while providing premium comfort benefits. All PlanetWalkers are made with leather from ISO14001 and British Leather Consortium (BLC) certified tanneries that have made a commitment to sustainable improvements in their processes. Removable footbeds with molded arch support are made with Ortholite™ and recycled ground car tire. Innovative use of eco-friendly materials like recycled car tires, bamboo fabric, cork, recycled compression molded EVA, and recycled metal alloys make PlanetWalkers the leader in sustainability in comfort footwear.

"PlanetWalkers are for those who want to tread lightly on the planet without compromising comfort and style," said Angel Martinez, CEO of Deckers Outdoor Corp. "The Walking Company is the ultimate venue for premium comfort footwear and we're very pleased that their

200 stores and online presence will serve as the launch vehicle for this exciting new line of planet friendly comfort shoes.”

The Walking Company proudly supports the Sierra Club’s efforts to preserve and protect the planet. “Our club has a century-old commitment to exploring nature on foot and planet friendly comfort footwear is an important step in lessening the impact on the environment,” said Johanna O’Kelley, director of licensing for the Sierra Club. “We appreciate the support The Walking Company has provided our organization and we are excited for the opportunity to help educate consumers on great ways to explore, enjoy and protect the planet.”

### **About The Walking Company**

The Walking Company, Inc. is the world’s largest specialty retailer of high quality comfort shoes and accessories and is dedicated to bringing customers the best brands from around the world, featuring premium brands such as [ECCO](#), [Mephisto](#), [Dansko](#), and [UGG](#) among many others. The Walking Company, a wholly owned subsidiary of The Walking Company Holdings, Inc.(NASDAQ: WALK), sells its products through 200 stores in premium malls across the country as well as The Walking Company catalog and Web site. More information is available at [www.thewalkingcompany.com](http://www.thewalkingcompany.com).

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