

FOOT LOCKER, INC.

NBA Star Draymond Green and Foot Locker Launch New Spot 'Stand Out'

August 9, 2016

Former girl group singer, Michelle Williams, and former basketball star, Horace Grant, co-star in spot celebrating the supporting cast of famed squads

NEW YORK, Aug. 9, 2016 /PRNewswire/ -- Foot Locker, Inc. (NYSE: [FL](#)), the New York-based specialty athletic retailer, announced today the release of its newest commercial, "[Stand Out](#)," featuring NBA star Draymond Green. The spot highlights Green as a talented — but sometimes overshadowed — power forward on one of the league's strongest squads.

The spot begins with former professional basketball star Horace Grant approaching Green to compliment him on his fresh gear from Foot Locker. After commending Green on his ability to stand out among a team of strong players, it becomes apparent that Green has no clue who Grant is. Once Grant puts on his signature Rec-Specs, Green immediately recognizes him.

Nearby, former girl group singer Michelle Williams overhears the pair discussing the importance of standing out within well-known groups and walks over to join the conversation. Unfortunately, the men do not recognize her, forcing her to explain that she was once a part of a famed girl group. Green is immediately shot down by Williams' look of disdain as he asks to be introduced to the group's famous lead singer.

"Green is celebrated for his dedication on the court, commitment to his teammates and his style off the court, making him a natural fit for this spot," said Stacy Cunningham, vice president of marketing for Foot Locker. "He is known not only for his individual skills, but also his willingness to have fun and share the spotlight with a growing list of all-star teammates."

"I'm always excited to work with Foot Locker, and I had a lot of fun shooting with some really talented individuals who have experience being part of successful, celebrated groups," Green said. "Whether it's in music or sports, we all know an individual can only achieve so much alone."

The spot features a premium assortment of Nike gear, available at Foot Locker stores nationwide and [footlocker.com](#). The spot was created by worldwide agency BBDO.

About Foot Locker:

Foot Locker is part of Foot Locker, Inc., a specialty athletic retailer that operates more than 3,400 stores in 23 countries in North America, Europe, Australia, and New Zealand. Through its Foot Locker, Footaction, Lady Foot Locker, Kids Foot Locker, Champs Sports, SIX:02, Runners Point, and Sidestep retail stores, as well as its direct-to-customer channels, including [footlocker.com](#), [Eastbay.com](#) and [SIX02.com](#), the Company is a leading provider of athletic footwear and apparel.

Additional information may be found at [footlocker.com](#) | Instagram: [@footlocker](#) | Twitter: [@footlocker](#) | YouTube: [youtube.com/footlocker](#) | Blog: [unlocked.footlocker.com](#) | Facebook: [facebook.com/footlocker](#) | App: [iOS](#) and [Android](#) #Approved

Native Twitter link: <https://amp.twimg.com/v/3f904692-2f48-4ad9-8c07-2e6d5477c80c>

Video - <https://youtu.be/baAflIWtmp0>

Logo - <http://photos.prnewswire.com/prnh/20130806/NY59635LOGO>

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