

FOOT LOCKER, INC.

Foot Locker Opens New Flagship Store In NYC's Herald Square

August 30, 2016

Athletic retailer celebrates Grand Opening with ribbon-cutting ceremony, Joakim Noah appearance, exclusive launch product from top brands and more

NEW YORK, Aug. 30, 2016 /PRNewswire/ -- Foot Locker, Inc. (NYSE: [FL](#)), the New York-based specialty athletic retailer, celebrated the grand opening of its [flagship location](#) in New York City's Herald Square with an official ribbon-cutting ceremony today. Following a complete redesign, the new 34th Street location will house stores representing multiple brands under the Foot Locker, Inc. umbrella including Foot Locker and SIX:02.

As part of the Grand Opening celebration, Foot Locker hosted a shoe lace "untying" ceremony with Jake Jacobs, executive vice president and CEO of Foot Locker North America, Andy Gray, vice president and general manager of Foot Locker, Natalie Ellis, vice president and general manager of SIX:02 and NBA star Joakim Noah. Marching band "Brooklyn United" and dance crew "Generation X" kicked off the festivities with a performance down 34th Street. Foot Locker also provided consumers on line with food and branded giveaways. The store environment included rotating DJs, a Twitter vending machine and iconic shoes customized by well-known artists.

Presenting a unique layout spanning nearly 10,000 square feet of premium retail space, the new store is organized largely by brand, rather than by product category, to enhance the customer shopping experience. Within this new layout, leading athletic brands will each have their own spaces with cross-category product offerings, including: House of Hoops by Foot Locker, PUMA Lab Powered by Foot Locker, and The Foundation only at Foot Locker – an adidas concept shop. This will allow customers to easily navigate by brand and identify coveted products more efficiently.

"At Foot Locker, we are always looking for creative ways to bring the best retail experience to our customers and to establish ourselves as the go-to destination for the world's leading athletic brands," said Gray. "The 34th Street store is the first location to feature our new layout, highlighting the top brands that shoppers know and love. Among other enhancements, the new flagship store will also be a destination for customers to access the newest product offerings from top brands."

The store redesign is part of the company's ongoing commitment to be the premier destination for sneaker culture offering the hottest sneakers, apparel and accessories from brands including Nike, adidas, PUMA, Under Armour, Timberland, New Balance, Converse and more.

Foot Locker, Inc. Introduces SIX:02 to New York City

SIX:02, a premium women's retail destination, is bringing together fitness, sneaker and runway culture in one of the top fashion capitals. With its first store in New York City, SIX:02 offers an expertly-curated selection of apparel and footwear from an array of staple and boutique brands, including Nike, adidas, Puma, Koral, Terez, Spiritual Gangster Ivy Park and FENTY PUMA by Rihanna.

"We look forward to introducing New York City to SIX:02, given our fashion-forward focus and curated assortment of athletic-inspired styles," said Ellis. "At SIX:02, we believe that every workout or night out is an opportunity to express your style and own your moment. We think that the vibrant atmosphere of New York City is a great platform for us to celebrate those personal moments in the lives of our guests."

SIX:02's first store in New York City offers nearly 3,000 square feet of premium retail space in Herald Square. Reflective of SIX:02 stores nationwide, the 34th Street location features white brick walls, custom wood floors, clean and contemporary fixtures with new twists: digital content boards, and a dedicated PUMA section to highlight PUMA's top styles. SIX:02 is the premier destination for women's footwear, apparel and accessories within this Foot Locker, Inc. flagship.

The brand also unveiled The Collection at SIX:02, an exclusive 700 square-foot space designed to offer a unique experience for discovery, featuring ever-changing and unexpected stories, and providing elevated styling service for clientele. Shoppers will be able to visit The Collection at SIX:02 – within the 34th Street store – and on [SIX02.com](#) beginning on Aug. 30.

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 #FLNYC34

About SIX:02:

SIX:02 believes that every woman has a personal #SIX02Moment that reflects the minutes or hours she takes to invest in being her best. SIX:02 unites women who know a workout and a night out are equal excuses for clothing, footwear and accessories that look and feel great. Originally launched in 2012, [SIX:02](#) has more than 30 stores across the U.S., including Arizona, California, Connecticut, Florida, Illinois, New Jersey, New York and Texas, and its direct-to-consumer channel [SIX02.com](#). SIX:02 is a part of Foot Locker, Inc., a specialty athletic retailer that operates approximately 3,400 stores in 23 countries in North America, Europe, Australia, and New Zealand.

Additional information may be found at [SIX02.com](#) | Facebook: [www.facebook.com/SIX02](#) | Twitter: [@SIX02](#) | Instagram: [@SIX02](#) #SIX02Moment #SIX02NYC34

Video - <https://www.youtube.com/watch?v=FkqAt8lrwU&feature=youtu.be>

Photo - <http://photos.prnewswire.com/prnh/20160830/402665>

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

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