



Journeys Announces Expansion Into Canada

June 2, 2010

NASHVILLE, Tenn., June 2, 2010 /PRNewswire via COMTEX/ --Journeys, a leading teen lifestyle retailer with more than 1,000 stores across the United States including its Journeys, Journeys Kidz and Shi by Journeys concepts, has expanded into the Canadian market with the opening of three Ontario stores in May and June 2010.

Journeys uses its fashion savvy and industry leading merchandising skills to keep in step with the fast-paced footwear and accessories market for 12- to 22-year-old men and women. Journeys offers the hottest teen brands in a retail environment designed to reflect its customers' tastes and attitudes every bit as much as the merchandise selection. From the plasma TVs playing exclusive content and the latest music videos, to our visual merchandising strategy and promotions, to our employees whose image and style reflect our customers' lifestyle and attitude; the Journeys store is designed to stay relevant and engage our core customer.

Canadian openings in Spring 2010, include:

- May 1, 2010, Mapleview Shopping Centre in Burlington, Ontario, 2,243-square-foot store
- June 5, 2010 Square One Shopping Centre in Mississauga, Ontario, 1,815-square-foot store
- June 5, 2010 Fairview Mall in Toronto, Ontario, 2,147-square-foot store

"Our entry into Canada is a tremendous strategic opportunity for the Journeys brand," said Jim Estepa, president and chief executive officer, Genesco Retail Group. "Journeys prides itself on understanding what the teen wants when it comes to trendy, fashionable footwear and accessories."

About Journeys

Journeys is a leader in the teen specialty retail scene, with over 815 stores across the United States and three locations planned to open in Canada in Spring 2010. Journeys uses fashion savvy and merchandising science to keep in step with the fast-paced footwear and accessories market for 12 to 22-year-old guys and girls. Journeys offers a wide variety of trendy, relevant brands that cater to teens that seek the hottest, new styles. The Journeys store is more than a retail environment; it's an extension of the teen lifestyle. From the plasma TVs playing exclusive content and the latest music videos, to our visual merchandising strategy and promotions, to our employees whose image and style reflect our customers lifestyle and attitude; the Journeys store is designed to stay relevant and engage our core customer. In addition, Journeys reaches its customers through www.journeys.com, a mobile website, catalog, national advertising, strategic cross-promotions, social media and an annual music and action sports tour - the Journeys Backyard BBQ (journeysbbq.com). Journeys - An Attitude You Can Wear!

About Genesco Inc.

Genesco Inc., a Nashville-based specialty retailer, sells footwear, headwear and accessories in more than 2,270 retail stores in the United States and Canada, principally under the names Journeys, Journeys Kidz, Shi by Journeys, Johnston & Murphy, Underground Station, Hatworld, Lids, Hat Shack, Hat Zone, Head Quarters and Cap Connection, and on internet websites www.journeys.com, www.journeyskidz.com, www.shibyjourneys.com, www.undergroundstation.com, www.johnstonmurphy.com, www.dockersshoes.com, and www.lids.com. The Company also sells footwear at wholesale under its Johnston & Murphy brand and under the licensed Dockers brand. Additional information on Genesco and its operating divisions may be accessed at its website www.genesco.com.

SOURCE Genesco Inc.