GENESCO MATCHING GIFTS PROGRAM GUIDELINES

The Genesco Matching Gifts Program enhances an employee's and director's financial contribution to a favorite not-for-profit organization, and allows the Company to fulfill its commitment to support agencies in communities where employees work and live. Genesco full-time and part-time employees and directors are eligible for the matching gift program. The Company will match up to four donations to an accredited 501(c)(3) non-profit organization for a combined total of $1,000 each fiscal year.

To submit a matching funds request, please send the matching gifts request form with your donation to the non-profit agency. Forms are available on the Genesco intranet or by contacting Corporate Relations. The non-profit agency will then send the matching gifts request directly to the Company. Donations will be processed quarterly.

As a matter of corporate policy, Genesco does not support individuals or their individual projects, private foundations, political activities, advertising or sponsorships. The Company reserves the right to deny match requests in its sole discretion.

The following are *excluded* from the Matching Gift program:

1. Schools below the college level, including daycare centers. Matching gifts to annual funds under the college level will be considered.

2. Scholarship programs, outside of the Company's employee scholarship program.

3. Disease-specific organizations seeking support for specific or individual research projects and programs; or donations to biomedical or clinical research. Donations to a general fund of a disease specific organization, for example, American Heart Association, Juvenile Diabetes, etc., are not excluded.

4. Hospitals.

5. Newsletters, magazines or books.

6. Trips or tours.

7. Projects or programs of religious, fraternal, athletic or veterans groups when the primary beneficiaries of such undertakings would be their own members.

8. Endowments.

9. Social events or similar fundraising activities.

10. Pledges for walks and telethons.

3.23.12