

Over the past 17 years, QVC and the Fashion Footwear Charitable Foundation's "FFANY Shoes on Sale®" event has sold over a million pairs of shoes and donated more than \$34 million to breast cancer research and education programs.

To promote "FFANY Shoes on Sale," QVC and FFCF annually produce a print advertisement that appears in fashion and entertainment magazines plus a television commercial that airs on major networks. Your participation means inclusion in one or both of these promotions* and positive exposure for your company.

*Placement in the print ad and inclusion in the TV commercial are based on your donation level and date of commitment.



IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT:

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18TH ANNUAL QVC PRESENTS "FFANY SHOES ON SALE®"

October 2011

FFaNY 30

HOW DO I WALK IN THESE?

PROUDLY.

THESE HEELS CAN HELP SAVE LIVES. SHOP QVC PRESENTS "FFANY SHOES ON SALE" ON QVC® FOR THIS FABULOUS SHOE FROM THE FERGIE FOOTWEAR LINE AND OTHER FAMOUS BRANDS – ALL AT HALF THE MANUFACTURER'S SUGGESTED RETAIL PRICE*. NET PROCEEDS BENEFIT BREAST CANCER RESEARCH AND EDUCATION.

SPECIAL PINK BENEFACTORS: NINE WEST FOOTWEAR CORPORATION & BROWN SHOE COMPANY

NINE WEST FOOTWEAR CORPORATION: AK ANNE KLEIN, BANGOLD, CIRCA, JOAN & DAVID, EASY SPIRIT, ENZO ANGIOLINI, NINE WEST, SAM & LIBBY / BROWN SHOE COMPANY: NATURALIZER, DR. SCHOLL'S, VASPIGA, SAM EDELMAN, FRANCISARTO, FERGIE, ETIENNE GAIGNER, CARLOS BY CARLOS, SANTANA, ORIGINAL DR. SCHOLL'S, LIFE STRIDE, NICKEL & SOFT // BENEFACTORS: CARLITO GROUP, BROSSEGENERATION, JESSICA SIMPSON VINCE CAMUTO, DOUBLE PLATINUM DONORS: CLARKS, BOSTONIAN, CLARKS UNRESTRICTED, PRIMO (DANSKI), DECORS OUTDOOR, GUGA AUSTRALIA, H. H. BROWN, BIRMA, DOUBLEDAY, KORN, SAGE, SORREY, SUE TOPP // ANILAB CORPORATION: CALVIN KLEIN, COACH FOOTWEAR, FIVE MOUNTAIN, KIL COST, L'ECLEBROSINE SHOES, LIZ CLABORNE / MARC FISHER FOOTWEAR, GUESS, MARC FISHER, UNISA / V2 INVESTMENT CORP.: B. MAKOWSKY, KATHY VAN ZEELAND / WOLVERINE WORLD WIDE: CAT, HUSH PUPPES, MERRELL, SEBAGO // PLATINUM DONORS: ANA / CHINESE LAUNDRY / COLE HAAN / COLE HAAN COLLECTION / DANIEL JACK / JOHNSTON & MURPHY / KENNETH COLE NEW YORK / MICHAEL BY MICHAEL KORS / MINA / PALTO / SECKERS / STRIDE RITE / WHITE MOUNTAIN / WILD DIVA SHOE BY THE DIVA DONORS: BO FOOTWEAR / BOSE / BRUN'S / FLOWERSH / CHARRIS CORPORATION / CAVE CLOSED / DREW FERRY, ROBIN / FLY FLOT / JELLYPOP / MARINO AMERICANO / PRIZO / YELLOW SOX // QVC.COM DONORS: ANDRE ASSOUS / DEER STAGS / EASTLAND / KEDS / LA GEAR / STRIDE RITE // SPECIAL THANKS TO FERGIE AND BROWN SHOE COMPANY FOR THEIR SUPPORT

*Based upon supplier's representations of value. No sales may have been made at this price. A public service announcement. Show dates, times, offer and availability subject to change without notice. © 2010 QVC, Inc. and the Q Ribbon Logo are registered service marks of ER Marks, Inc. Visit QVC.com or watch *QVC This Morning*, weekdays, 7-8am ET, throughout October for the featured Shoe of the Day.

2010 Print PSA ads reached an audience of more than 114 million.

2011 "FFANY SHOES ON SALE®"

DONATION LEVELS

- **Special Pink Benefactor** | \$500,000 wholesale cost
 - **Benefactor** | \$200,000 wholesale cost
 - **Double Platinum** | \$100,000 wholesale cost
 - **Platinum** | \$50,000 wholesale cost
- Special Pink Benefactor, Benefactor, Double Platinum and Platinum donations will be sold during our live "FFANY Shoes on Sale" broadcast in October 2011.
- **Shoe of the Day** | \$20,000 wholesale cost
- Shoe of the Day donations will be sold during *QVC This Morning* each weekday during the month of October.
- **QVC.com** | \$10,000 wholesale cost
- QVC.com donations will be sold during the month of October on QVC's website, QVC.com.
- For all levels above, your donation may be tax deductible to the fullest extent of the law. A tax letter listing the wholesale donation will be sent after the event.

REQUIREMENTS

- Must be first quality.
- Specially designed shoes and handbags are welcome.
- Limited to complete size runs, preferably medium widths.
- Three to four colors maximum per style.
- Men's, women's or children's styles, or a combination.
- Prefer fall/winter style.

PLEASE PROVIDE

- Women's—Two pairs of size 7.5 in each color. Two pairs of size 9 in any color.
- Men's—Two pairs of size 10 in each color. Two pairs of size 12 in any color.
- Detailed descriptions of the key selling features and style of each donated shoe.
- A catalog or letter containing the suggested retail and wholesale prices of the donated shoe(s).
- The total quantity, color and size breakdowns for each shoe being donated.

SHIPPING

QVC can start receiving merchandise as soon as you are ready to ship. QVC will arrange shipping. All donations must ship to QVC no later than August 26, 2011.

REMINDER

All donations must pass QVC's Quality Assurance standards.

A SPECIAL THANK YOU TO OUR 2010 DONORS

A very special thank you to all of our donors:

SPECIAL PINK BENEFACTORS | \$500,000+

NINE WEST FOOTWEAR CORPORATION: AK ANNE KLEIN, BANDOLINO, CIRCA JOAN & DAVID, EASY SPIRIT, ENZO ANGIOLINI, MOOTSIES TOOTSIES, NINE WEST

BROWN SHOE COMPANY: NATURALIZER, DR. SCHOLL'S, SAM EDELMAN, VIA SPIGA, FRANCO SARTO, FERGIE, ETIENNE AIGNER, CARLOS BY CARLOS SANTANA, ORIGINAL DR. SCHOLL'S, LIFESTRIDE, NICKELS SOFT

BENEFACTORS | \$200,000-\$499,999

CAMUTO GROUP: BCBGENERATION, JESSICA SIMPSON, LUCKY BRAND, VINCE CAMUTO

DOUBLE PLATINUM DONORS | \$100,000 - \$199,999

CLARKS: BOSTONIAN, CLARKS UNSTRUCTURED, PRIVO
DANSKO

DECKERS OUTDOOR: UGG AUSTRALIA

H. H. BROWN: BØRN, KORK-EASE, SOFFT, SOFTSPOTS

JIMLAR CORPORATION: CALVIN KLEIN, COACH FOOTWEAR, FRYE, MOUNTREK, R.J. COLT

LIZ CLAIBORNE SHOES: LIZ CLAIBORNE

MARC FISHER FOOTWEAR: GUESS, MARC FISHER, UNISA

TOPLINE CORPORATION: REPORT, REPORT SIGNATURE

VZI INVESTMENT CORP.: B. MAKOWSKY, KATHY VAN ZEELAND

WOLVERINE WORLD WIDE: CAT, CHACO, HUSH PUPPIES, MERRELL, SEBAGO

PLATINUM DONORS | \$50,000-\$99,999

AVIA, CHINESE LAUNDRY, COLE HAAN, COLE HAAN COLLECTION, DANIBLACK, JOHNSTON & MURPHY, KENNETH COLE NEW YORK, NINA, RIALTO, SKECHERS, WHITE MOUNTAIN, WILD DIVA

SHOE OF THE DAY DONORS | \$20,000-\$49,999

ADRIENNE VITTADINI, BC FOOTWEAR, BEBE, BIRKI'S, BLOWFISH, CAPARROS CORPORATION, CAPE CLOGS, DKNY, FARYL ROBIN, FLY FLOT, JELLYPOP, MUNRO AMERICAN, ONESOLE, PAZZO, ROCKET DOG, YELLOW BOX

QVC.COM | \$10,000-\$19,999

ANDRÉ ASSOUS, DEER STAGS, EASTLAND, KEDS, LA GEAR, STRIDE RITE