



EndtheShoeTax.org

Tell Congress to End the Shoe Tax Today



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Main Street Retailers Tell Congress: “You Have Bailed Out Wall Street, Now Help Main Street.”

Arlington, VA (October 24, 2008) - Nearly 50 Main Street companies, representing over 160 well-known footwear brands and retailers, asked Congress in a [letter](#) this week to pass the [Affordable Footwear Act](#) (HR 3934/ S 2372), a common-sense provision designed to make shoes more affordable for hardworking families. Concerned about the slowing economy and the credit crunch that is sharply curtailing consumer spending, the footwear industry urged Congress to include the Act in a larger economic stimulus package that Congress is expected to consider in a November lame duck session.

The *Affordable Footwear Act* eliminates the hidden, costly import tariff, also known as the shoe tax, on lower to moderately-priced footwear and all children’s shoes. The shoe tax, which is disproportionately higher on children’s shoes and low-cost footwear, can add as much as 30 percent or more to the retail price of a pair of shoes. Established at the start of the Great Depression, the shoe tax was meant to protect domestic manufacturers from cheaper imports. That policy failed, and today 99 percent of all shoes sold in America are imported, yet the shoe tax remains. The *Affordable Footwear Act* will not eliminate the shoe tax on the few types of shoes still produced in America.

In the letter to Congress, the footwear industry and its retailers said, “The *Affordable Footwear Act* is the perfect opportunity to provide a real, tangible tax cut that would immediately stimulate the economy and provide a benefit to Main Street Americans.”

The 50 Main Street companies represent the following brands and retailers:

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| 1) 310 (Skechers) | 19) Brine (New Balance) | 37) Disney’s Toy Story (ACI) |
| 2) Acme (H.H. Brown) | 20) Brooks | 38) Double-H Boots (H.H. Brown) |
| 3) Adidas | 21) Buster Brown (Brown Shoe) | 39) Dr. Scholl’s (Brown Shoe) |
| 4) Airwalk (Payless) | 22) Carhartt (Red Wing) | 40) Dockers (Genesco) |
| 5) AK Anne Klein (Nine West) | 23) Carlos (Brown Shoe) | 41) Dunham (New Balance) |
| 6) Antonio Melani (Camuto) | 24) Caterpillar [CAT] (Wolverine) | 42) Easy Spirit (Nine West) |
| 7) Aravon (New Balance) | 25) Calvin Klein (Jimlar) | 43) Eldita’s (Laird) |
| 8) Arturo Chiang (Camuto) | 26) Clarks | 44) Enzo Angiolini (Nine West) |
| 9) ASICS | 27) Coach (Jimlar) | 45) Etienne Aigner (Brown Shoe) |
| 10) Bandolino (Nine West) | 28) Cobbie Cuddlers (Footstar) | 46) Famous Footwear (Brown Shoe) |
| 11) Barely Legal (Inter Pacific) | 29) Cole Haan (Nike) | 47) Footwarmers (Inter Pacific) |
| 12) BCBGirls (Camuto) | 30) Columbia | 48) Franco Sarto (Brown Shoe) |
| 13) BCBGMAXAZRIA (Camuto) | 31) Converse (Nike) | 49) Frye (Jimlar) |
| 14) BEBE SPORT (Skechers) | 32) Daniel Green (Elan-Polo) | 50) Gerber (ACI) |
| 15) Bates (Wolverine) | 33) Dear Stags | 51) Gianni Bini (Camuto) |
| 16) Bøc (H.H. Brown) | 34) Dearfoams (RG Barry) | |
| 17) Born (H.H. Brown) | 35) development (Camuto) | |
| 18) Bostonian (Clarks) | 36) Disney’s Hercules (ACI) | |

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| 52) Goosebumps (ACI) | 88) Nine & Company (Nine West) | 128) Skechers |
| 53) Grasshoppers (Stride Rite) | 89) Nine West | 129) SmartWool |
| 54) Harley-Davidson (Wolverine) | 90) North Face (VF Corporation) | 130) Söfft (H.H. Brown) |
| 55) Hurley (Nike) | 91) Nurture (Camuto) | 131) Softspots (H.H. Brown) |
| 56) Hush Puppies (Wolverine) | 92) Oh...Deer (Deer Stags) | 132) Sorel (Columbia) |
| 57) HYTEST (Wolverine) | 93) Paces (Laird) | 133) Sperry Top-Sider (Stride Rite) |
| 58) Indigo (Clarks) | 94) Pacific Trail (Columbia) | 134) Stanley (Wolverine) |
| 59) Inter Pacific | 95) Pappagallo (Nine West) | 135) Stride Rite |
| 60) Irish Setter (Red Wing) | 96) Patagonia (Wolverine) | 136) Sun Surfers (Inter Pacific) |
| 61) J Vincent (Camuto) | 97) Payless Shoe Source | 137) Superga (RG Barry) |
| 62) Jessica Simpson (Camuto) | 98) PF Flyers (New Balance) | 138) SuperShoes (H.H. Brown) |
| 63) Joan & David (Nine West) | 99) Privo (Clarks) | 139) TaylorMade (Adidas) |
| 64) Johnston & Murphy (Genesco) | 100) Pro Keds (Stride Rite) | 140) Texas Steer (Footstar) |
| 65) Jones New York (Nine West) | 101) Public Royalty (Skechers) | 141) Terrasoles (RG Barry) |
| 66) Journeys (Genesco) | 102) Punkrose (Skechers) | 142) Teva (Deckers) |
| 67) KangaROOS (Atsco) | 103) Puma | 143) Thom McAn (Footstar) |
| 68) Keds (Stride Rite) | 104) Rack Room Shoes | 144) Timberland |
| 69) Khombu (Atsco) | 105) Reebok | 145) Tommy Hilfiger (Stride Rite) |
| 70) Kisses by Climax (Inter Pacific) | 106) Red by Marc Ecko (Skechers) | 146) Torlisi (Inter Pacific) |
| 71) Laguna (Inter Pacific) | 107) Red Wing | 147) Tory Burch (Camuto) |
| 72) L.B. Evans (Elan-Polo) | 108) Reef (VF Corporation) | 148) Underground Station (Genesco) |
| 73) Lelli Kelly (Atsco) | 109) REPORT (Topline) | 149) Ugg (Deckers) |
| 74) Life Stride (Brown Shoe) | 110) Rhino Red (Skechers) | 150) Unltd. By Marc Ecko (Skechers) |
| 75) Marc Nason (Skechers) | 111) RJ Colt (Jimlar) | 151) Vans (VF Corporation) |
| 76) Merrell (Wolverine) | 112) Robeez (Stride Rite) | 152) Vasque (Red Wing) |
| 77) Michelle D (Camuto) | 113) Rockport | 153) Via Spiga (Brown Shoe) |
| 78) Montrail (Columbia) | 114) Rugged Shark (Atsco) | 154) Vince Camuto (Camuto) |
| 79) Mountain Hardware (Columbia) | 115) Rühne (H.H. Brown) | 155) Wal-Mart Stores |
| 80) Mountrek (Jimlar) | 116) Quark (H.H. Brown) | 156) Warner Bros. Batman (ACI) |
| 81) MCF (RG Barry) | 117) Safetrax (Footstar) | 157) Warner Bros. Sports (ACI) |
| 82) Naturalizer (Brown Shoe) | 118) Sam's Club (Wal-Mart) | 158) Warner Bros. Superman (ACI) |
| 83) New Balance | 119) sanctuary (Camuto) | 159) Warrior (New Balance) |
| 84) Nickels (Brown Shoe) | 120) Saucony (Stride Rite) | 160) Weebok (Trimfoot) |
| 85) Nicole Miller (Camuto) | 121) Sebago (Wolverine) | 161) Wolverine |
| 86) Nike | 122) Shi by Journeys (Genesco) | 162) Woolrich (Elan-Polo) |
| 87) Nike Golf (Nike) | 123) SHOEBOX (Camuto) | 163) Worx (Red Wing) |
| | 124) Shoe Carnival | 164) Zoo York (Skechers) |
| | 125) Shoe Department (Shoe Show) | |
| | 126) Shoe Show | |
| | 127) Simple (Deckers) | |

Learn more at www.EndTheShoeTax.org.

For more information call:

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The Affordable Footwear Initiative is a coalition dedicated to eliminating the hidden, regressive and high import tariffs on lower- to moderately-priced footwear and children's shoes. Coalition members include the American Apparel & Footwear Association (AAFA), Footwear Distributors and Retailers of America (FDRA), Retail Industry Leaders Association (RILA), Outdoor Industry Association (OIA), National Retail Federation (NRF) and many of the individual member companies represented by these associations. Visit the AAFA-sponsored coalition website, www.EndTheShoeTax.org, for more information.