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NAVY EXCHANGE

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MyNavyExchange.com Expands its Selection of Ladies and Men's Shoes

The NEX's web store, myNavyExchange.com, has expanded the selection of ladies and men's shoes online. For her, the web store now carries brand names such as Jessica Simpson, Bandolino, Michael Kors, Nine West, BOC and Clarks. For him, customers will find shoes from Steve Madden, Fossil, Stacy Adams and Columbia.

"We are looking to bring our customers the latest spring trends from the hottest name brands all at our every day savings," said Cindy Trager, Navy Exchange Service Command's (NEXCOM) Divisional Merchandise Manager, e-Commerce. "I think customers will be pleased with the selection of shoes they can now purchase online. This is especially important for those customers who may not have access to a NEX. The web store gives them the opportunity to use the NEX benefit right from their home."

The hottest spring trends for ladies are feminine and refined. Customers will find bows, flowers, peep toes, ankle emphasis and t-straps to add softness to buckle and "bling" detail. Platform shoes will be found in wood, cork and basket weave patterns. For color, neutral is key with shoes available in beige, taupe and nude.

Customers can also find ladies comfort and toning shoes with updated looks from Skechers, Easy Spirit and Crocs.

"We also carry toning shoes for men from Sketchers," said Trager. "Additions for summer include men's shoes from Quiksilver, Olukai and Johnston and Murphy. I encourage our customers to keep checking back on our web store to see what we've added. Customers will find something new all the time," said Trager.

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About NEXCOM

The Navy Exchange Service Command (NEXCOM) is headquarters for the worldwide Navy Exchange System that oversees 102 NEX facilities and its 300 stores worldwide; 41 Navy Lodges; Ship's Stores; Uniform Program Management Office. NEXCOM's parent command is the Naval Supply Systems

Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. The Navy Exchange enterprise operates primarily as a non-appropriated fund (NAF) business instrumentality. Revenues generated are used to support Morale, Welfare, and Recreation (MWR) programs. In FY09, \$2.5 billion in sales were generated with over \$51.1 million in dividends provided to Navy MWR programs.