

GRAND BOULEVARD

— Sandestin® —

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CONTACT:

Angela Triplett, Public Relations Manager

Howard Group

850.654.9771

angela@howardgrp.com

The Walking Company Opens New Store in Grand Boulevard at Sandestin®

Miramar Beach, Fla., (April 16, 2009) – The Walking Company, the world’s largest specialty retailer of high quality comfort shoes and accessories, is now open in Grand Boulevard at Sandestin® .

The new store features the latest styles and designs from more than 40 premium comfort footwear brands such as ECCO, Dansko, MBT and UGG. The Walking Company also offers a wide selection of comfort footwear from hard-to-find quality brands from around the world such as Pikolinos and Beautifeel. The store offers a comprehensive selection for every walk of life, including dress shoes, sandals, clogs, boots and active.

The Walking Company is located in Grand Boulevard’s Town Center, next door to Chico’s and across from Tommy Bahama’s Tropical Café and Emporium. The store is open Monday – Saturday, 10 a.m. – 9 p.m. and Sundays, 11 a.m. – 7 p.m. For more information, call the store at (850) 650-4586.

All of the footwear sold by The Walking Company comes with the company’s promise of authentic comfort, which guarantees every product sold is manufactured to provide a maximum level of comfort to the wearer all day long. All products are made with the highest quality materials and unsurpassed craftsmanship.

In addition to a wide selection of comfort footwear, The Walking Company offers a variety of comfort-related accessories. The new store also features the complimentary Lynco orthotic system and digital foot scanning technology. Customers coming into the store can have their feet scanned to identify their foot type and pressure points, and determine the appropriate Lynco orthotic for their feet. Orthotics, once used as a remedy for foot conditions, are now widely used by people wanting increased comfort and improved footwear performance.

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About The Walking Company

The Walking Company, Inc. is the world's largest specialty retailer of high quality comfort shoes and accessories and is dedicated to bringing customers the best brands from around the world, featuring premium brands such as [ECCO](#), [Mephisto](#), [Dansko](#), [UGG](#) and [MBT](#) among many others. The Walking Company, a wholly owned subsidiary of The Walking Company Holdings (NASDAQ: WALK), sells its products through over 200 stores in premium malls across the country as well as The Walking Company catalog and Web site. More information is available at www.thewalkingcompany.com.

Grand Boulevard is the new shop, work, play and stay Town Center located in Beaches of South Walton along Northwest Florida's Gulf Coast. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit www.grandboulevard.com.

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