

# Sterling

STERLING SHOES LIMITED PARTNERSHIP

FOR IMMEDIATE RELEASE

August 07, 2007

## STERLING SHOES INCOME FUND SCHEDULES SECOND QUARTER 2007 RESULTS CONFERENCE CALL FOR August 13, 2007 AT 11:00am (PDT)

VANCOUVER, BC, August 7, 2007 – In conjunction with the release of its financial results for the second quarter ended June 30, 2007, Sterling Shoes Income Fund (TSX: SSI.UN) will host a conference call at 11:00am PDT, (2:00pm EDT) on Monday, August 13, 2007.

Jeremy Horwitz, President and CEO and Daniel Gumprich, CFO of Sterling Shoes G.P. Inc. will review the second quarter ended June 30, 2007 financial results and corporate developments. The financial results will be released by newswire at 5:00am PDT on the morning of Monday, August 13, 2007.

To participate in this conference call, please dial one of the following numbers approximately 5 minutes prior to the commencement of the call:

Toll-free: 1.866.542.4238

GTA local and international: 1.416.641.6127

Should you be unable to participate, a replay will be available until August 27, 2007 by dialing one of the following numbers with the pass-code 3231068:

Toll-free: 1.800.408.3053

GTA local and international: 1.416.695.5800

We look forward to having you participate in our call.

### *About Sterling Shoes Income Fund*

Sterling Shoes is a leading Vancouver-based footwear retailer offering a broad selection of private label and brand name shoes and accessories across five Canadian provinces through its six separate retail banners: Sterling, Joneve, Shoe Warehouse, Freedmans, Gia and Sterling Outlet. Since 1987, Sterling Shoes has grown from five shopping mall locations to 136 stores (as at August 7, 2007) located primarily in high-traffic, high-visibility locations within enclosed shopping malls, on high streets and in strip malls. Sterling Shoes currently employs over 1,000 employees, and its sales for the twelve month period-ended March 31, 2007 were \$107.5 million. Sterling Shoes' units are listed on the Toronto Stock Exchange under the symbol SSI.UN.

For further information, please visit us at [www.SterlingShoesIncomeFund.com](http://www.SterlingShoesIncomeFund.com), or contact:

Daniel S. Gumprich  
Chief Financial Officer  
(604) 270-6114

*Additional information about Sterling Shoes Income Fund can be found in the disclosure documents filed by Sterling Shoes Income Fund with the securities regulatory authorities, available at [www.sedar.com](http://www.sedar.com) or on our website at [www.SterlingShoesIncomeFund.com](http://www.SterlingShoesIncomeFund.com).*

**freedman**  
shoes

**Sterling**

**Joneve**

**SHOE**  
**WAREHOUSE**