

Sterling

STERLING SHOES LIMITED PARTNERSHIP

FOR IMMEDIATE RELEASE

November 12, 2009

STERLING SHOES INCOME FUND SCHEDULES THIRD QUARTER 2009 RESULTS CONFERENCE CALL FOR NOVEMBER 17, 2009 AT 11:00am (PST)

VANCOUVER, BC, November 12, 2009 – In conjunction with the release of its financial results for the third quarter-ended September 30, 2009, Sterling Shoes Income Fund (TSX: SSI.UN) will host a conference call at 11:00am Pacific standard time, (2:00pm Eastern standard time) on Tuesday, November 17, 2009.

Jeremy Horwitz, President and CEO and Daniel Gumprich, CFO of Sterling Shoes G.P. Inc. will review the third quarter-ended September 30, 2009 financial results and corporate developments. The financial results will be released by newswire on November 16, 2009.

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: 1.866.226.1792

GTA local and international: 1.416.340.2216

Should you be unable to participate, a replay will be available until December 1, 2009 by dialing one of the following numbers with the pass-code 3471300:

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, Freedman Shoes, Gia and Sterling Outlet. Since 1987, Sterling Shoes has grown from five shopping mall locations to 162 stores (as at November 12, 2009) 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 June 30, 2009 were \$134.7 million. Sterling Shoes' units are listed on the Toronto Stock Exchange under the symbol SSI.UN. The Fund's convertible unsecured subordinated debentures are listed on the Toronto Stock Exchange under the symbol SSI.DB.

For further information, please visit us at 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 or on our website at www.SterlingShoesIncomeFund.com.

freedman
shoes

Sterling

Joneve

SHOE
WAREHOUSE

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