

Sterling

STERLING SHOES LIMITED PARTNERSHIP

FOR IMMEDIATE RELEASE

August 4, 2010

STERLING SHOES INC. SCHEDULES SECOND QUARTER 2010 RESULTS CONFERENCE CALL FOR AUGUST 11, 2010 AT 10:00am (PDT)

VANCOUVER, BC, August 04, 2010 – In conjunction with the release of its financial results for the second quarter ended June 30, 2010, Sterling Shoes Inc. (TSX: SSI) will host a conference call at 10:00am Pacific daylight time, (1:00pm Eastern daylight time) on Wednesday, August 11, 2010.

Rick Mahler, Chairman and Interim CEO, Daniel Gumprich, CFO, Colin Romain, VP Operations and Mannie Druker VP Finance and Leasing of Sterling Shoes G.P. Inc. will review the second quarter ended June 30, 2010 financial results and corporate developments. The financial results will be released by newswire on August 10, 2010.

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: 1.866.226.1793

GTA local and international: 1.416.340.2218

Should you be unable to participate, a replay will be available until August 25, 2010 by dialing one of the following numbers with the pass-code 6006551:

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 Inc.

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 160 stores (as at August 3, 2010) located primarily in high-traffic, high-visibility locations within enclosed shopping malls, on high streets and in strip malls. Sterling Shoes currently employs over 1,300 employees. Sterling Shoes' units are listed on the Toronto Stock Exchange under the symbol SSI. The Company's convertible unsecured subordinated debentures are listed on the Toronto Stock Exchange under the symbol SSI.DB.

Until July 1, 2010 the Company was organized as a publicly traded income trust; Sterling Shoes Income Fund. On July 1, 2010 the Company completed a conversion to a publicly traded corporation named Sterling Shoes Inc.

As part of the conversion, all outstanding units of Sterling Shoes Income Fund and all outstanding exchangeable units of Sterling Shoes Limited Partnership were exchanged for common shares of Sterling Shoes Inc. on a one-for-one basis. The business of Sterling Shoes continues to be conducted by Sterling Shoes Limited Partnership, all of the interests in which are owned, directly or indirectly, by Sterling Shoes Inc.

For further information, please visit us at www.SterlingShoesInc.com, or contact:

freedman
shoes

Sterling

Joneve

SHOE
WAREHOUSE

Sterling

STERLING SHOES LIMITED PARTNERSHIP

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

Additional information about Sterling Shoes Inc. can be found in the disclosure documents filed by Sterling Shoes Inc. with the securities regulatory authorities, available at www.sedar.com or on our website at www.SterlingShoesInc.com.

freedman
shoes

Sterling

Joneve

SHOE
WAREHOUSE

2580 Viscount Way Richmond BC Canada V6V 1N1 | TEL 604.270.6114 FAX 604.278.7751 www.sterlingshoes.com