

# Sterling

STERLING SHOES LIMITED PARTNERSHIP

FOR IMMEDIATE RELEASE

March 10, 2009

## STERLING SHOES INCOME FUND SCHEDULES FOURTH QUARTER and YEAR-END 2008 RESULTS CONFERENCE CALL FOR MARCH 20, 2009 AT 11:00am (PST)

VANCOUVER, BC, March 10, 2008 – In conjunction with the release of its financial results for the fourth quarter and year-ended December 31, 2008, Sterling Shoes Income Fund (TSX: SSI.UN) will host a conference call at 11:00am Pacific standard time, (2:00pm Eastern standard time) on Friday, March 20, 2009.

Jeremy Horwitz, President and CEO and Daniel Gumprich, CFO of Sterling Shoes G.P. Inc. will review the fourth quarter and year-ended December 31, 2009 financial results and corporate developments. The financial results will be released by newswire on March 19, 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: 1.866.542.4238

GTA local and international: 1.416.641.6127

Should you be unable to participate, a replay will be available until April 3, 2009 by dialing one of the following numbers with the pass-code 6284811:

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 158 stores (as at March 10, 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 September 30, 2008 were \$124.3 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](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**