

Sterling

STERLING SHOES LIMITED PARTNERSHIP

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FOR IMMEDIATE RELEASE

March 1, 2011

STERLING SHOES INC. (TSX: SSI)

STERLING ANNOUNCES RETIREMENT OF MANNIE DRUKER

VANCOUVER, BC, March 1, 2011 – After 28 years as a key player in the growth and success of Sterling Shoes, Mannie Druker, VP Finance & Leasing, has decided to announce his retirement. Mannie is one of Sterling Shoes Inc.'s ("Sterling" or "Sterling Shoes") founders and has been an invaluable member of our Executive team for many years. This is an exciting new chapter for Mannie and his family, although his full time presence will be greatly missed by the Sterling team.

To assist us with an orderly transition of the leasing function, Mannie will remain in his role until June 30th, 2011 and will continue after retirement as a Director of Sterling Shoes. We wish Mannie all the best as he embarks on this new adventure and thank him for his many contributions to Sterling Shoes over the years.

On a personal note I would really like to thank Mannie for his involvement and support in my transition to Sterling and I look forward to his continued business guidance as a key member of the board. I wish Mannie and his wife, Armelle, all the very best. As avid travelers and hikers I am sure that they have already set their sights on many new exciting challenges.

Sincerely,
Dave Alves
President and Chief Executive Officer

About Sterling Shoes Inc.

Sterling is a leading Vancouver-based footwear retailer offering a broad selection of private label and brand name shoes and accessories in five Canadian provinces through its five distinct retail banners: Sterling, Joneve, Shoe Warehouse, Freedman and Gia Shoes. Since 1987, Sterling Shoes has grown from five shopping mall locations to 161 stores (as at March 1, 2011) located in high-traffic, high-visibility locations within enclosed shopping malls, on high streets and in strip malls. The Company currently employs over 1,200 employees. The Company's shares are listed on the Toronto Stock Exchange under the symbol SSI. The Company's convertible debentures are listed on the Toronto Stock Exchange under the symbol SSI.DB.

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

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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.