



NASDAQ: SHOO

Safe Harbor Statement



Except for the historical information contained herein, this presentation contains forward-looking statements that involve known and unknown risks, uncertainties and other unknown factors that could cause the actual results of the Company to be materially different from the historical results or from any future results expressed or implied by such forward-looking statements.

Presentation Summary



Introduction

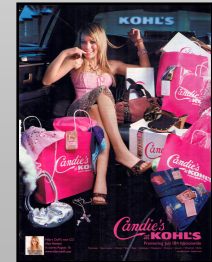
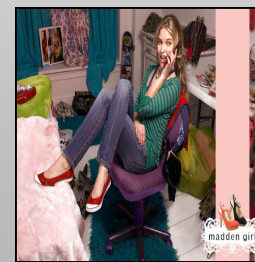
Investment Thesis

Brand/Division Summary

Financial Performance

Growth Strategy

Conclusion



Company Overview



- **17 year history**

- Founded in 1990
- Initial Public Offering in 1993

- **Growing portfolio of industry-leading brands**

- Footwear

- Steve Madden Womens
 - Steve Madden Mens
 - Steven by Steve Madden
 - Stevies
 - Candie's
 - Madden Girl
 - Natural Comfort

- Accessories (Handbags and Belts)

- Steve Madden Womens
 - Steven by Steve Madden
 - Betsey Johnson
 - Tracy Reese
 - Ellen Tracy (belts only)

- **Diversified business model**

- Wholesale
 - Retail
 - Internet
 - Private Label – Adesso Madden
 - Licensing

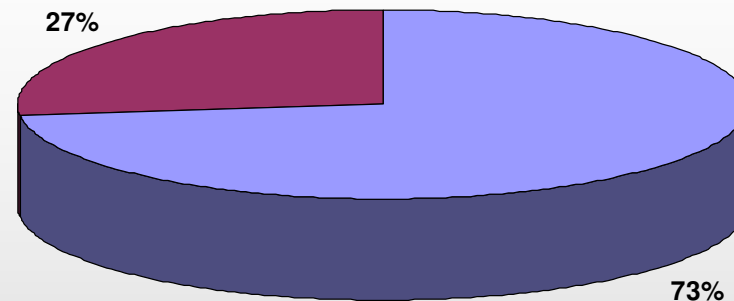
Divisional Breakdown



LTM Net Sales

Net Sales

- Wholesale
- Retail



■ Wholesale

■ Retail

Other Income, Net of Expenses

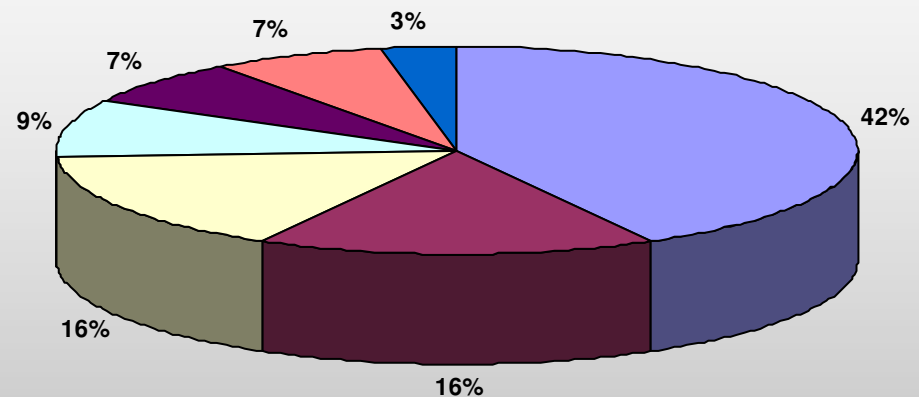
- Private Label – Adesso
Madden
- Licensing

Segment Breakdown – Wholesale



- Steve Madden Womens
- Daniel M. Friedman
- Steve Madden Mens
- Madden Girl
- Candie's
- Steven by Steve Madden
- Stevies

LTM Net Sales



Presentation Summary



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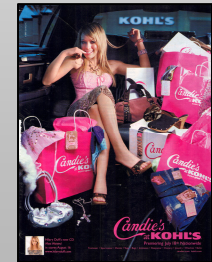
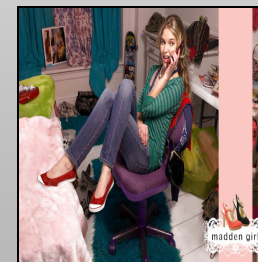
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Key Investment Highlights



- Well recognized portfolio of leading footwear brands
- Proven and resilient business model
- Experienced and talented management and design teams
- Strong balance sheet, with approximately \$94 million in cash and securities and no debt as of June 30, 2007
- Significant opportunities for growth (both near- and long-term) through brand diversification, licensing, international expansion and acquisitions

Advantages of Business Model



- Proven test and react design and production strategy
- Flexible sourcing model
- Diversified distribution channels



Key Recent Initiatives



- Introduced Madden Girl
- Acquired Daniel M. Friedman & Associates
- Launched Steve Madden dresses under license with Jump Apparel
- Returned over \$70 million to shareholders in share repurchases and dividends since beginning of 2005
 - Share repurchase authorization for \$75 million of stock as of August 7, 2007
- Acquired Kompo Enhancements
 - Appointed Jeff Silverman President
- Introduced Steve Madden's Fix

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Introduction

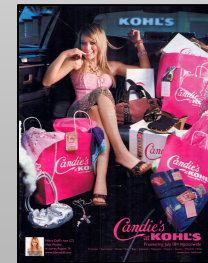
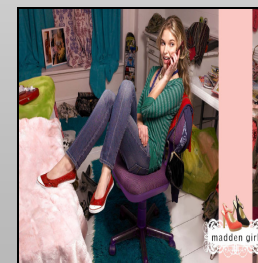
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Wholesale



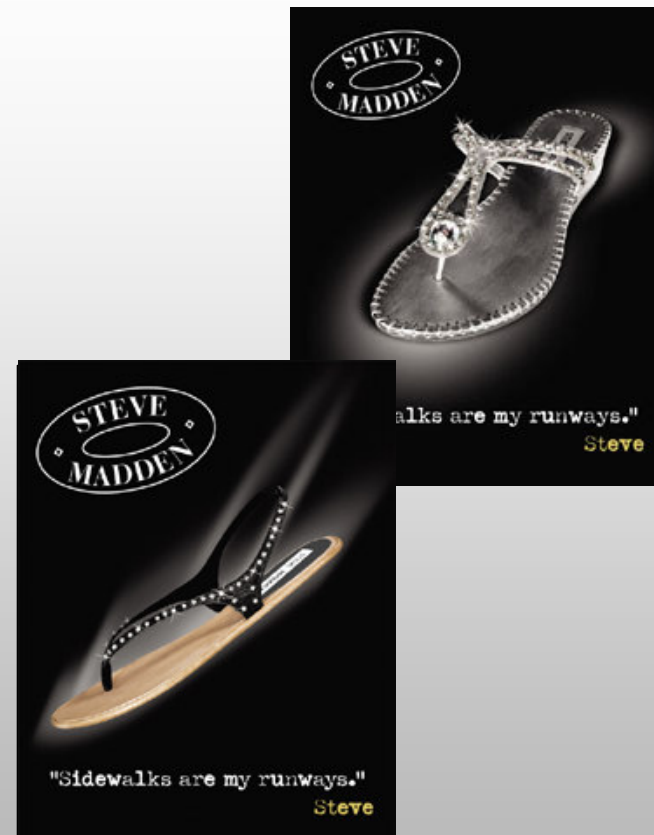
- Approximately 73% of net sales
- LTM net sales = \$329 million
- Tiered distribution strategy from better department stores through mid-tier retailers, as well as specialty stores
- Carefully select top selling products from retail for wholesale business
- In-store concept shops represent a superior brand building forum



Steve Madden Womens



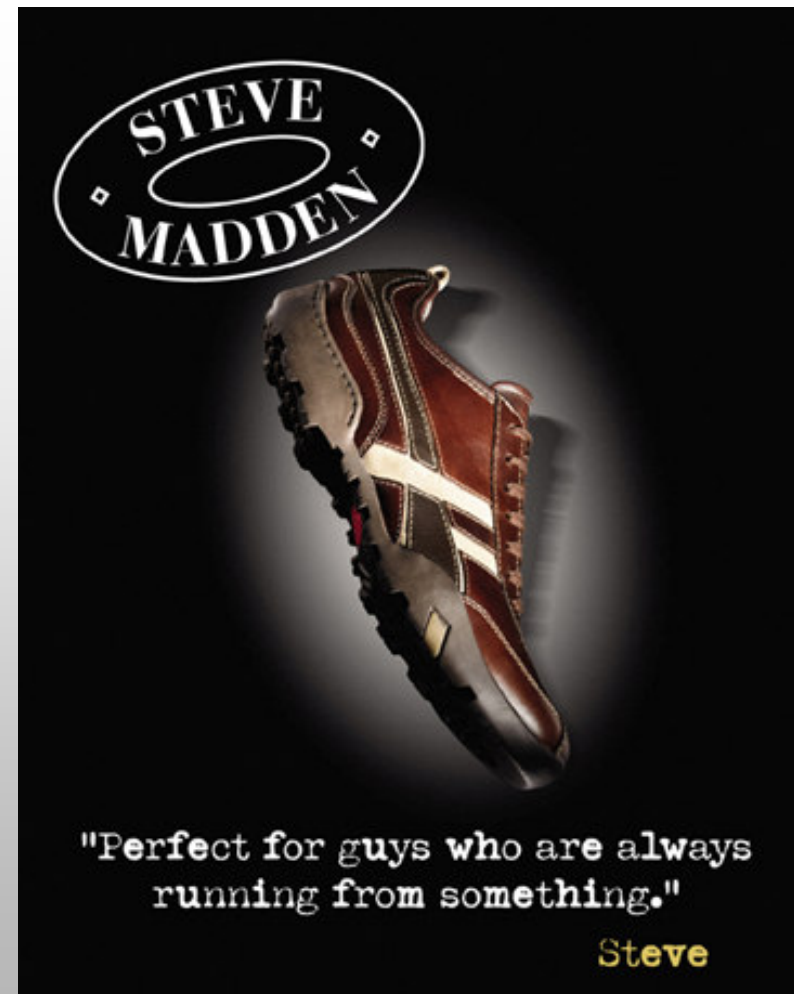
- LTM wholesale net sales = \$137 million
- Target consumer – women 16 to 35 years old
- Average retail price points
 - Shoes: \$59 to \$99
 - Boots: \$89 to \$159
- Distribution through better department stores, specialty stores and company-owned retail stores



Steve Madden Mens



- LTM wholesale net sales = \$52 million
- Target consumer – men 20 to 40 years old
- Average retail price points of \$69 to \$99
- Distribution through better department stores, specialty stores and selected company-owned retail stores



Steven by Steve Madden



- LTM wholesale net sales = \$22 million
- Target consumer – women 25 to 45 years old
- Average retail price points
 - Shoes: \$89 to \$159
 - Boots: \$199 to \$289
- Distribution through better department stores, specialty shops, selected Steve Madden stores and four Steven stores



Stevies



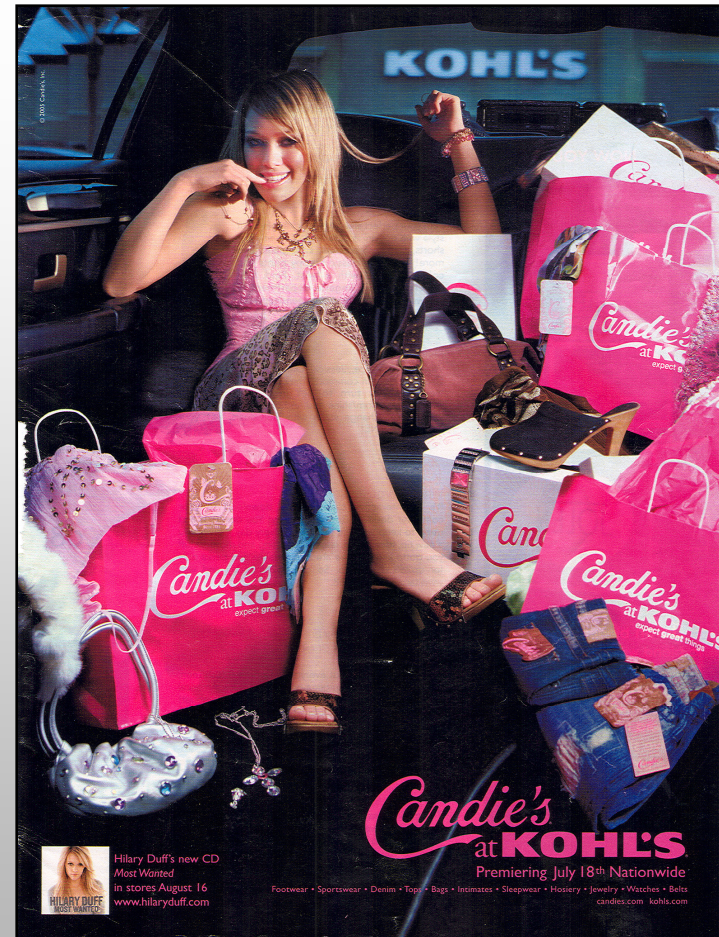
- LTM net sales = \$9 million
- Target consumer – young girls 6 to 9 years old and “tweens” 10 to 12 years old
- Average retail price points of \$29 to \$45
- Distribution through better department stores and specialty stores



Candie's



- LTM net sales = \$23 million
- Target consumer – girls and young women 6 to 20 years old
- Average retail price points of \$29 to \$49
- Distribution through Kohl's



Madden Girl



- New “opening price-point” concept launched in Q4 2005
- LTM net sales = \$28 million
- Target consumer – young women 13 to 20 years old
- Average retail price points of \$29 to \$49
- Distribution through department stores, mid-tier retailers and specialty stores



Daniel M. Friedman & Associates



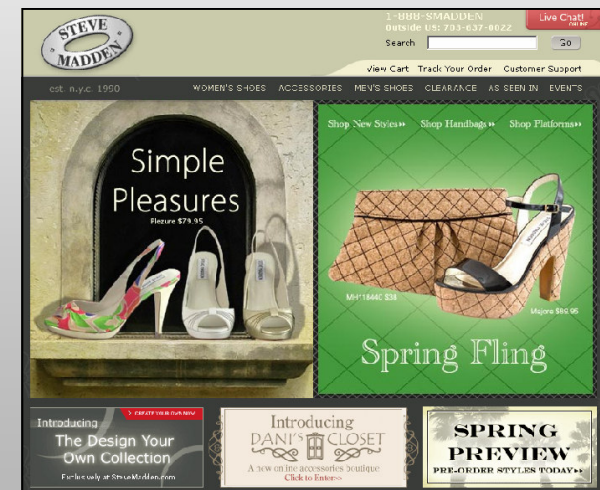
- Accessories company acquired in February 2006
- LTM net sales = \$53 million
- Designs and markets accessories under Steve Madden, Steven, Betsey Johnson, Tracy Reese and Ellen Tracy brand names as well as private labels
- Markets accessories to all tiers of distribution, from luxury channel through mass merchants



Retail



- **LTM sales = \$123 million**
 - Approximately 27% of net sales
- **Stores are highly productive**
 - For the twelve months ended June 30, 2007, stores open for the full twelve months generated \$696 in sales per square foot
- **100 stores including the Internet store**
 - Stevemadden.com is the Company's biggest retail store
- **Strong brand building forum**
 - Leveraged in wholesale channel



New Store Economics



	<u>Targeted Performance</u>
• Net Sales	\$1,000,000
• Cash Flow Contribution Margin	15 - 18%
• Investment (Includes Inventory)	\$400,000
• Targeted ROI (Before Tax)	37.5 - 45%

Private Label – Adesso Madden



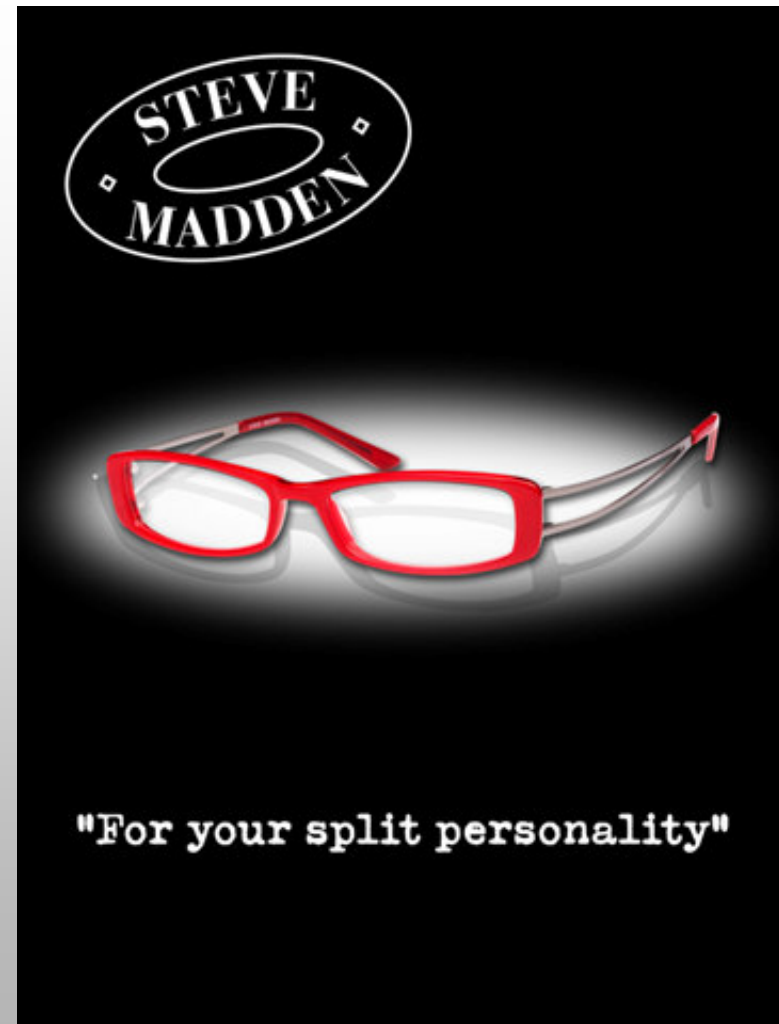
- “First cost” commission-based business with no inventory risk or investment
- LTM net commission income = \$15.3 million
- Key customers include Target, Wal-Mart and J.C. Penney
- Allows the Company to leverage its product design capabilities and sourcing relationships in order to generate incremental income
- Net commission income increased 134% in 2006



Licensing



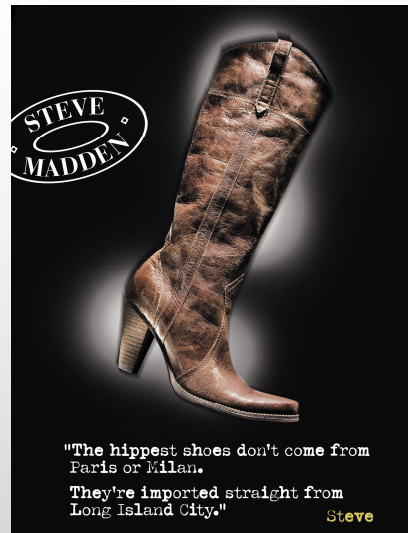
- One of the Company's top growth opportunities
- Allows Company to leverage its brand name across a host of products
- LTM revenue = \$3.5 million
- Recently announced new licensing agreements for:
 - Cold weather accessories
 - Dresses
 - Girls apparel



Marketing

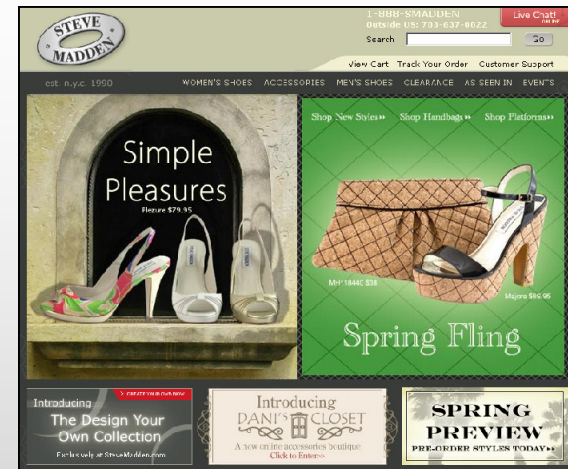


Advertising & Promotions



- Grass roots approach
- Outdoor, TV, consumer magazines (Vogue, Harper's, Elle, InStyle, Lucky, Glamour, Cosmopolitan)

Internet



- Integrated online promotions
- Promotional e-mail campaigns

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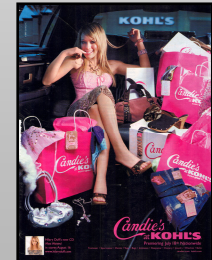
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Recent Financial Highlights



(Dollars in Millions, Except Per Share Data)

	2004	2005	2006	Six Months Ended		LTM
				6/30/06	6/30/07	6/30/07
Net Sales	\$338.1	\$375.8	\$475.2	\$237.8	\$214.9	\$452.3
% Growth	--	11.1%	26.4%	--	(9.6%)	--
Gross Profit	\$122.7	\$139.2	\$198.4	\$100.8	\$87.6	\$185.2
% Margin	36.3%	37.0%	41.8%	42.4%	40.8%	41.0%
EBITDA	\$24.0	\$37.7	\$86.8	\$44.7	\$37.5	\$79.7
% Margin	7.1%	10.0%	18.3%	18.8%	17.5%	17.6%
EBIT	\$19.0	\$31.6	\$78.3	\$39.8	\$33.2	\$71.7
% Margin	5.6%	8.4%	16.5%	16.7%	15.4%	15.9%
Net Income	\$12.3	\$19.2	\$46.3	\$23.6	\$20.1	\$42.8
% Margin	3.6%	5.1%	9.7%	9.9%	9.3%	9.5%
Diluted EPS	\$0.58	\$0.92	\$2.09	\$1.07	\$0.92	\$1.94
% Growth	--	59.5%	128.0%	--	(14.2%)	--

Balance Sheet Highlights



(Dollars in Millions)

~ Balance Sheet as of June 30, 2007 ~

• Cash, Equivalents and Investment Securities	\$93.9
• Debt	\$0
• Inventory Turn	8.0x
• Total Stockholder's Equity	\$226.8

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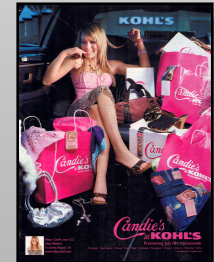
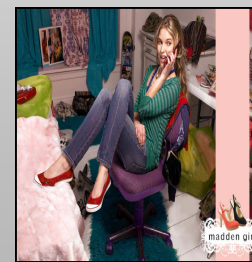
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Opportunities for Long Term Growth



- **Continue to diversify business**
 - Develop new product offerings and concepts like Madden Girl and Steve Madden's Fix
 - Evaluate licensing opportunities and execute those that will enhance brand equity
 - Consider strategic acquisitions that complement existing businesses and are immediately accretive to E.P.S.
- **Grow retail store base**
 - Company plans to open 7-8 retail locations in 2007

Opportunities for Long Term Growth



- Expand in-store concept shop presence
- Become a truly global, lifestyle-branded company by entering additional international markets

