



November 28, 2011

Ms. Karine Grigoryan
Executive Director
Glendale Youth Alliance, Inc.
1255 S. Central Avenue
Glendale, CA 91204

Re: Your Payless Gives Application
Tracking Number: 47879

Dear Ms. Grigoryan,

The positive response received for the 2011 Payless Gives Shoes 4 Kids program from organizations like yours is inspiring. This holiday season, Payless ShoeSource, through our grassroots partners, will once again give \$1.2 million in free new shoes to children in need across the United States, Canada, Puerto Rico and Latin America.

More than 3,100 applications from nonprofits across the U.S. and Canada were submitted this year.

It is our pleasure to inform you Glendale Youth Alliance, Inc. has been selected as a Payless Gives partner. 50 Payless Gives coupons are enclosed.

Each coupon is redeemable for, or toward, a pair of children's shoes at any Payless ShoeSource store in your community. Coupons are valid through February, 2012 however, we are trying to reach children in during the holidays. Thus, per our agreement in the enclosed Term Sheet please ensure that each and every coupon awarded to your organization is distributed to families with children in need before December 24, 2011.

We know that a great pair of shoes can lift spirits, bolster self confidence and bring a huge smile to a child's face. Your partnership in delivering the coupons makes it possible, and we thank you for the tremendous work you do each and every day in supporting your community and serving children in need.

Remember to login to the partner area of www.paylessgives.com to find additional information regarding Payless Gives, including a customizable news release and social media tips. We also encourage you to upload photos and stories of your Payless Gives experience.

All the best and happy holidays,

A handwritten signature in black ink, appearing to read "LuAnn". The signature is fluid and cursive.

LuAnn Via
President and CEO, Payless ShoeSource