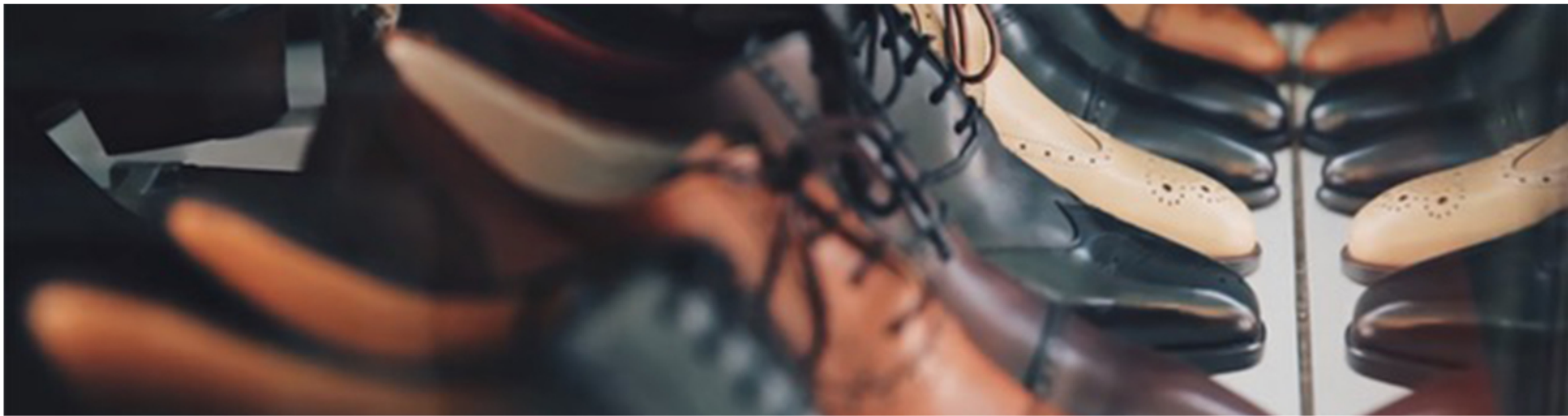


# ABOUT US

## OUR STORY - OUR HERITAGE



The year was 1999, and our founder Nick Swinmurn was walking around a mall in San Francisco looking for a pair of shoes. One store had the right style, but not the right color. Another store had the right color, but not the right size. Nick spent the next hour in the mall, walking from store to store, and finally went home empty-handed and frustrated.

Nick decided to quit his day job and start an online shoe retailer... and Bootleg.com was born!

The original idea was to create a web site that offered the absolute best selection in shoes in terms of brands, styles, colors, sizes, and widths. Over the past 9 years, the brand and aspirations have evolved, and in addition to offering the best selection, with the goal to be the company that provides the absolute best service online -- not just in shoes, but in any category.

### So here is the vision:

**We believe that the speed at which a customer receives an online purchase plays a very important role in how that customer thinks about shopping online again in the future, so at Bootleg.com, we have put a lot of focus on making sure the items get delivered to our customers as quickly as possible. In order to do that, we warehouse everything that we sell, and unlike most other online retailers, we don't make an item available for sale unless it is physically present in our warehouse.**

Regardless of our structure, our goal is to position Bootleg as the online service leader. If we can get customers to associate the Bootleg brand with the absolute best service, then we can expand into other product categories beyond shoes. And, we're doing just that.

#### COSTOMER SERVICE

- Order Tracking
- Shipping & Delivery
- Frequently Asked Questions
- Returns

#### ACCOUNT

- My Order History
- Favorites
- Promo Codes
- Sign up/Sign in

#### SHOPS & DEALERS

- North America
- Europe
- Middle East
- Asia & Oceania

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