

### First Social Media Challenge for Christian Louboutin Brand

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- Participants are encouraged to submit photos of either their own Christian Louboutin shoes, Christian Louboutin shoes they see at Neiman Marcus stores or on NeimanMarcus.com, or they may submit an image of the Christian Louboutin billboard seen on LA's Sunset Blvd. via Instagram or Twitter.
- Photos submitted via Instagram and Twitter must contain @NeimanMarcus, @LouboutinWorld, and #NMLoubiLove in the caption to be entered to win.
- All images will be aggregated in a single online feed.
- After one month a rich album of Christian Louboutin imagery will have developed on the "Sole Seekers" Facebook tab. One winner (who submitted an image) will be selected at random.
- Users may enter as many times as they like from both Instagram and Twitter, but must submit different images each time.
- Users submitting images of shoes not manufactured by Louboutin will be disqualified.

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For further information: Ginger Reeder, +1-214-573-5822, [Ginger\\_Reeder@neimanmarcus.com](mailto:Ginger_Reeder@neimanmarcus.com), or Nicolette Lamont, +1-214-573-8292, [Nicolette\\_Lamont@neimanmarcus.com](mailto:Nicolette_Lamont@neimanmarcus.com), both of Neiman Marcus

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