

take ownership in Coldwater Creek

Coldwater Creek Inc. is pleased to offer eligible employees the opportunity to take ownership in the company through the Employee Stock Purchase Program.

Eligibility and Enrollment

- All salaried, salaried non-exempt, full-time hourly and part-time hourly employees who work an average of 20 or more hours per week are eligible to participate.
- Enrollment is quarterly – January 1, April 1, July 1 and October 1.

Contributions

- Employees may set aside 1-15% of after-tax dollars.
- Employees may increase their contribution during any quarterly open enrollment period.
- Employees may withdraw from the plan at any time and request a refund of that quarter's contributions.

Enrollment steps during a quarterly open enrollment or to decrease or withdraw from the plan

Simply go to the following link www.etrade.com/enroll and follow these steps:

- 1 Enter the ticker symbol – CWTR
- 2 Enter your last name
- 3 Enter your employee ID (clock number)
- 4 Select your unique security question and answer
- 5 Press continue to go to the enrollment screen
- 6 Enter your desired contribution percentage and email address
- 7 Review the plan document and press continue
- 8 Preview your election and press submit if it is correct; if you decide you would like a different package, press the back button to change it
- 9 Review the confirmation page and exit the E*Trade site

You will receive a confirmation email or letter from E*Trade. Keep this for your records.

Purchase

- Purchase of stock is made quarterly - March, June, September, December.
- There will be a 5% discount off the share price (the closing price on the last day of the quarter) when the stock is purchased.
- After the first stock purchase has been made, you will receive information via email or mail from E*Trade to activate your account to view or sell your shares of stock in accordance with the plan requirements.

REFER TO THE PLAN DOCUMENT DATED 2006 FOR DETAILED PLAN INFORMATION. The document is available online at www.etrade.com under the “plan elections” tab after you have signed into your E*Trade account.