

Mail Stop 3561

August 22, 2008

Matthew E. Rubel, President
Collective Brands, Inc.
3231 Southeast Sixth Avenue
Topeka, Kansas 66607-2207

**RE: Collective Brands, Inc.
Form 10-K for Fiscal Year Ended February 2, 2008
Filed April 1, 2008
Definitive Proxy
Filed April 16, 2008
File No. 1-14770**

Dear Mr. Rubel:

We have completed our review of your Form 10-K and related filings and have no further comments at this time.

Sincerely,

John Reynolds,
Assistant Director