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Washington, DC 20549

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September 2, 2011

CEBRANKS
001-14770

Ms. Cecile Peters
Chief, Information Technology
Division of Corporation Finance
100 F Street, NE MS 3040
Washington, DC 20549

Dear Ms. Peters:

The New York Stock Exchange certifies approval for listing and registration under the Securities Exchange Act of 1934, ~~COLLECTIVE BRANDS, INC.~~ Participating Preferred Stock Purchase Rights and requests immediate acceleration of registration. Adequate distribution assured. Form 8-A received on August 24, 2011.

Sincerely,