



FOR IMMEDIATE RELEASE

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Memory Foam Technology™, Expanded Water-Safe Adventure Line and More than 50 New Styles/Color Options Highlight pediped® Spring/Summer 2013 Collection

Collection spotlights sweet pastels, sea side nauticals and bright neons to cover every warm weather adventure.

Henderson, NV (March 2013)— pediped® Spring/Summer 2013 Collection of American Podiatric Medical Association (APMA) accepted footwear debuts with more than 50 new styles and color combinations across the footwear's three signature lines: Originals®, Grip 'n' Go™ and Flex®. The collection highlights over 15 styles containing Memory Foam Technology™. The water-safe, Adventure Line has been expanded to allow kids everywhere to enjoy the outdoors in splashy style. A trendsetting palette of warm pastels, cool blues, rocky browns, and neon brights is featured and as always, the collection parallels the signature comfort of the pediped® fit. No matter the need, the vast variety of Mary Janes, sandals, sneakers and boat shoes, is sure to have every occasion covered.

Originals®

- The Originals line of soft-soled, flexible infant shoes is recommended by pediatricians and podiatrists as the shoe's design closely mimics barefoot walking.
- 11 new styles have been added this season. Highlighting the collection is the *Daphne* and *Betty* for those pastel occasions, and the *Daisy* and *Sadie* serves as signature styles. For boys, the *Aaron* and *Amazon* have all the outdoor needs covered, while the Jones offers the classic sneaker.
- The Originals® collection will be priced at \$37 and is available for children ages 0-24 months.

Grip 'n' Go™

- The Grip 'n' Go™ line is made with all the benefits of the Originals®, but adds special feature G2 technology for the unbalanced toddler transitioning into walking more confidently.
- New for Spring/Summer, the collection spotlights Memory Foam Technology™ in the *Nikki* and *Savannah*. Also new for girls is the *Dakota* and for boys, Memory Foam Technology™ is featured in the *Joshua*. The *Gehrig* is a new water-safe and machine washable style.
- The Grip 'n' Go™ line will retail at \$48, and will be available for children ranging from nine months to three years of age.

Flex®

- Flex® is the ultimate shoe for an established walker who has developed a confident, natural stride. The Flex® line offers more than 50 styles covering an array of color options ranging from pastels and neons to signature browns and black.
- Popular as ever, the water-safe, eco-friendly Adventure Line has expanded with over 10 new styles. Featuring pops of bright summer colors, the *Darcy* and *Amazon*, new styles for girls, make their debut alongside the *Rio* and *Gehrig* for boys.
- The innovative line of washable athletic shoes, made with Ultra Light Technology™, is especially designed to support children's growing feet. Featuring flex grooves to support natural foot movement and heel cushioning, this line provides maximum flexibility while remaining light as air. The line consists of 15 solar system inspired styles.
- Flex® styles range in price from \$39 to \$59 and are available in EU sizes 20-33 (available sizes vary between styles).

The Spring/Summer 2013 Collection is now available for purchase online at www.pediped.com and also in select retail stores.

About pediped®

Exceptional quality, unsurpassed comfort and distinctive styling have made the award-winning company the fastest growing children's footwear brand in the United States. pediped® footwear has been awarded the American Podiatric Medical Association Seal of Acceptance for the promotion of healthy foot development, and preeminent orthopedic medical professionals, Dr. Mininder S. Kocher and Dr. Thomas W. Vorderer, deem pediped® shoes an excellent choice for parents/caregivers who want their children's feet to develop naturally and healthily. In 2011 *Earnshaw's*, the premier media resource serving the children's market recognized pediped® with *Earnshaw's* Earnie Award for Company of the Year and Best Footwear. In 2012, *Earnshaw's* recognized pediped® for their philanthropy efforts of nearly \$2 million, and pediped® was awarded the Earnie Award for Company for Good.

pediped® footwear is sold in over 3000 stores in the United States and 40 countries worldwide with an offering of more than 130 designs for boys and girls between their three lines, Originals®, Grip 'n' Go™ and Flex®. Originals® (soft-soled shoes for newborns to age 2), Grip 'n' Go™ (thin rubber-soled shoes for children ages 9 months to 3 years) and Flex® (rubber-soled shoes for children 1 to 8 years) are available in EU sizes ranging from 17 to 33. For more information, visit www.pediped.com or call 1-702-567-0311.

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