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pediped® and Nohel Group® continue partnership to open third retail store in Czech Republic

pediped® celebrates seven store openings in 2013

HENDERSON, Nev. (January 2014)— Premium children’s brand pediped® specializing in healthy foot development continues growth with another grand opening. Through its continued partnership with the Nohel Group®, pediped® announces its second retail location in Brno, CZ. The store is located at the Avion Shopping Park in Brno at Skandinávská 2 619 00.

pediped® offers children’s footwear for boys and girls ranging in sizes from newborn to EU 36 (US 4-4.5). The new store will carry the three pediped® signature lines: Originals®, Grip ‘n’ Go™, & FLEX® in a variety of styles including Mary Janes, cold-weather boots, machine-washable athletics, and casual sneakers. Sister brand and women’s line, Brian James™ will also be available for purchase.

Earlier in 2013, pediped® partnered with the Nohel Group® and opened its first location in Brno on June 17, 2013 and later in August opened a second location in the heart of Prague.

“With this being our second location in Brno, we are looking forward to building strong roots with members of the local community,” said managing partner Rudy Glocker. “Opening retail stores both nationally and internationally has long been an important part of our growth strategy; partnering with the Nohel Group® has created valued opportunity and we look forward to working with them for some time to come.”

The plan to open 20 retail stores is right on track for pediped® finishing 2013 with a total of seven grand openings. It was back in May 2011 when pediped® took its first step into retail with the opening of its Company Store just next to its corporate offices in Henderson, NV. Since then, in addition to the two grand openings in Brno and one in Prague, pediped® has celebrated the opening of four other branded boutiques located in Las Vegas, Shanghai (2), and Beijing. pediped® is currently sold worldwide in over 40 countries at more than 2,500 retailers.

For 2014, pediped® plans to proceed with its goal to open 20 branded boutiques within the next three to five years. The sought after new markets will continue to be both domestic and international as pediped® wishes to uphold its global recognition as the gold standard in children's footwear.

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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 2,500 stores in the United States and 40 countries worldwide with an offering of more than 140 designs for boys and girls between their three lines, Originals®, Grip 'n' Go™ and Flex®. Originals®, Grip 'n' Go™ and Flex® are available in EU sizes ranging from 17 to 36. For more information, visit www.pediped.com or call 1-702-567-0311.