



FOR IMMEDIATE RELEASE

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Michael McCaffrey joins pediped® Footwear as New York Sales Representative

Henderson, NV - - (October 2012) Michael McCaffrey has joined pediped® Footwear, an award winning leader in children's footwear, as a sales representative in charge of New York state. Michael will work with New York retailers to increase brand visibility and drive sales growth.

Michael brings 28 years of experience in children's footwear to pediped®. He previously served as Vice President of J&S Children's Shoes in Livingston, New Jersey where he managed all aspects of store operations. In 2010, he co-founded the Children's Shoe Retailers Association, an organization that strives to increase communication and best practices among children's shoe retailers.

"Michael brings an amazing degree of knowledge about children's footwear to pediped®, and we are thrilled to have him join our expanding company," said pediped® Managing Partner, Rudy Glocker. Michael can be reached at michael@pediped.com or [\(201\) 602-0663](tel:2016020663).

About pediped®

pediped® footwear was founded in 2004 by Angela and Brian Edgeworth in their quest for the perfect soft-soled shoe for their first daughter. 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. In 2011 *Earnshaw's*, the premier media resource serving the children's market recognized pediped® with *Earnshaw's* Earnie Awards for Company of the Year and Best Footwear.

pediped® footwear is sold in over 3000 stores in 40 countries worldwide. Available in EU sizes ranging from 17 to 36, pediped® offers more than 120 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 1 to 3 years) and Flex® (rubber-soled shoes for children 1 to 8 years). For more information, visit www.pediped.com or call 1-702-567-0311.

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