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Three pediped® retail boutiques open in Las Vegas, Shanghai, China and Brno, Czech Republic

As a leader in children's footwear, pediped® anticipates expanding its retail footprint with the expectancy to open 20 branded boutiques in three to five years

HENDERSON, Nev. (June 2013)-- The multi-million dollar children's footwear brand, pediped®, specializing in healthy foot development continues its growth with the grand opening of three branded boutique retail stores in the cities of Las Vegas, Shanghai, China and in Brno, Czech Republic.

pediped® opened its largest location, encompassing 700 square feet in Las Vegas on May 17, 2013, located inside the Town Square shopping center at 6593 Las Vegas Blvd South, Suite B-155. Over 500 local residents attended the grand opening event on June 1, 2013. pediped® opened its 430 square feet location in Shanghai, China also on May 17, 2013 inside the Nanfang Friendship Shopping Center located at 7388 Humin Road, Minhang District. pediped® partnered with the Nohel Group® to open the most recent location at Sumavska 35 in Brno, Czech Republic on June 17, 2013.

All three locations will merchandize the three pediped® lines including Originals®, Grip 'n' Go™ and Flex®, totaling over 140 different styles of shoes for both boys and girls, ranging in ages from newborn to 8-years-old. The three stores are currently carrying styles from the Spring/Summer 2013 Collection; the Fall/Winter 13 Collection will debut this August.

pediped® is nothing like the average shoe store; every customer is professionally fitted by a pediped® expert to ensure they are purchasing the correct size and style. Customers leave with a positive experience and a product that fits properly. The APMA (American Podiatric Medical Association) approved footwear ensures maximum flexibility and comfort. In terms of merchandizing, the three stores are equipped with impactful product displays that are clear and

convenient to the customer. Benefits of the product are clearly communicated, while receiving fitting help and outstanding customer service.

“Each boutique has created a place where customers can experience the breadth of pediped® all in one location,” said pediped® Founder Angela Edgeworth. “The opening of stand-alone stores gives us the opportunity to properly showcase our brand’s commitment to style and comfort while promoting healthy foot development, and to also connect with our customers in a more meaningful way.”

The three boutique stores come as an addition to the pediped® Company Store and five boutiques within department stores. The award winning brand took its first step into retail in May of 2011 with the opening of its Company Store in Henderson, NV, just next to its corporate offices. pediped® also operates five other locations in department stores in China: Shin Kong Place in Chaoyang District, Beijing City; Beijing Parkson in Beijing City; Grand Orient Department Store and Rainbow Department Store both located in Wuxi City, Jiangsu Province; and Isetan Department Store in Jingan District, Shanghai. pediped® is sold worldwide at more than 2,500 retailers including over 40 countries.

To meet the needs of parents and children alike, pediped® plans to continue its growth and expansion as the leading brand in children’s footwear with the opening of 20 retail stores within the next three to five years. The goal is to provide a more ideal setting for parents looking to gain more access to the endless styles and benefits of pediped®. The sought out new store opportunities 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 33. For more information, visit www.pediped.com or call 1-702-567-0311.