FOR IMMEDIATE RELEASE

PEDIPED® FOOTWEAR DONATES PRODUCT FOR SOLES4SOULS® JAPANESE RELIEF EFFORTS

With the number of victims continuing to rise, the charity is providing footwear to victims of the earthquake and tsunami

NASHVILLE, TN—MARCH XX, 2011—Soles4Souls, the international shoe charity announced that pediped® footwear will donate shoes for the charity’s relief efforts following the devastating 9.0 magnitude earthquake that rocked Japan on March 9, 2011. All of pediped® footwear’s donation will be used for Japan relief efforts.

“Our hearts go out to the victims of this tragedy and the entire country of Japan.” say Angela Edgeworth, founder and president of pediped footwear. “We make this donation on behalf of pediped® employees, pediped® consumers and children everywhere.”

Soles4Souls has partnered with other organizations on the ground in Japan to transport and distribute the aid needed as the devastation from the earthquake continues to unfold. Since the charities inception after the Asian Tsunami in 2004, the shoe charity has continued to respond to natural disasters like the one in Japan with footwear that protect victims against foot-borne diseases.

“As we continue to realize the magnitude of this disaster for our friends in Japan, we cannot forget how important basic necessities such as shoes will be in the ongoing rescue and rebuilding efforts,” said Wayne Elsey, Founder and CEO of Soles4Souls. “We deeply appreciate the support of pediped® footwear in helping us provide shoes to survivors.”

For more information on how to get involved and donate to the victims in Japan, visit www.giveshoes.org.

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 the pediped® footwear system has recently been endorsed by researchers associated with Harvard Medical School and Children’s Hospital Boston.

pediped® footwear is sold in over 3000 stores in the United States and 40 countries worldwide with an offering of 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 9 months to 3 years) and Flex® (rubber-soled
shoes for children 1 to 7 years) are available in EU sizes ranging from 17 to 31. For more information, visit www.pediped.com or call 1-702-567-0311.

About Soles4Souls® & Clothes4Souls®
Soles4Souls collects, recycles and reuses shoes from warehouses of footwear companies and closets from individuals. We distribute usable shoes to people in need around the world (we recycle less than 2% of donated footwear). Since 2005, Soles4Souls has given away over 13 million pairs of new and gently worn shoes (currently distributing one pair every 7 seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States.

Clothes4Souls, a new division of Soles4Souls, provides hope for hurting people through the gift of new clothing from manufacturers, designers, and retailers. Those who graciously give (rather than destroy) unused inventory are assured their donations are distributed to people around the world living in desperate need.


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