



FOR IMMEDIATE RELEASE

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pediped® opens store location in Beijing

pediped® plans to open 20 retail boutiques within the next three to five years

HENDERSON, Nev. (December 2013)-- Award-winning children's brand pediped® continues growth with the addition of another retail store located in Beijing, China. The new stand-alone boutique opened November 2013 inside the Solana Shopping Park located at 6 Chaoyang Park Rd, Chaoyang, Beijing, China.

The store will offer the three pediped® signature lines, Originals®, Grip 'n' Go™, and FLEX® available in a variety of styles for both boys and girls ranging in ages from newborn to size 36 (US 4-4.5). The Fall/Winter 13 Collection of Mary Janes, cold-weather boots, machine washable athletics, and casual sneakers are available for purchase.

Having opened its first international store in Shanghai last spring (May 2013) and then another Shanghai location in November of 2013, the new Beijing store marks the company's third boutique in China. "We are thrilled with the interest we are receiving from our Chinese and other international communities," said founder, Angela Edgeworth. "We are working hard to give our international customers direct access to the endless benefits of pediped®. We will continue to look at these markets and are excited to open more doors both domestic and international."

The three pediped® boutique stores come as an addition to five other locations in China that are within Department Stores: Shin Kong Place in Chaoyang District, Beijing City; Beijing Parkson in Beijing City; Grand Orient Department Store in Wuxi City; Rainbow Department Store in Suzhou; and Isetan Department Store in Jingan District, Shanghai. pediped® also operates additional locations in Las Vegas, Henderson, NV, and through a partnership with the Nohel Group®, a location in Brno, CZ and Prague, CZ. pediped® is currently sold worldwide at more than 2,500 retailers including over 40 countries.

pediped® plans to continue its growth 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 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.