



FOR IMMEDIATE RELEASE

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pediped expands presence in China with opening of boutique inside Takashimaya department store in Shanghai

HENDERSON, Nev. (January 2014)— Premium children’s footwear brand, pediped®, announces the opening of a boutique inside Takashimaya department store located at 1438 Hongqiao Lu, Changning District, Shanghai City, China. pediped® also operates two stand-alone stores in Shanghai located at Daning International Commerce Plaza and Nanfang Friendship Shopping Center. In addition to Shanghai, pediped® operates a location at Solana Shopping Park in Beijing as well as seven other boutiques within department stores throughout China.

“We are excited to open our new location in Shanghai and expand our reach in China,” said founder Angela Edgeworth. “We have a great staff there helping represent the brand and launch our new projects. China is a key location for us along with other select international markets.”

pediped® offers award-winning children’s footwear for boys and girls ranging in sizes from newborn to EU 36 (US Y 4-4.5). The new boutique will merchandize the three pediped® signature lines, Originals®, Grip ‘n’ Go™ and FLEX® in a variety of styles from the fall 2013 collection that includes: boots, Mary Janes, athletics, casual wear, and dress wear. The spring 2014 collection will be available to purchase February 2014.

Opening locations internationally has long been a growth strategy for pediped®. Celebrating seven grand openings in 2013 in vibrant cities such as Brno, Prague, Shanghai, Beijing, and Las Vegas, pediped® anticipates opening 20 retail stores within the next three to five years. pediped® is currently sold in over 40 countries at more than 2,500 retailers. For 2014, pediped® will continue to look at new markets both domestically and internationally, upholding its global reputation 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® 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.