



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Hilary Abbott
Hilary Abbott Communications, Inc.
(770) 753-8144
hilary@hacommunications.com

-or-

Hillary Frei, Director of Marketing
pediped® footwear
(702) 352-2573
hillary@pediped.com

Expanded Athletic Line, Cold Weather Boots and More than 80 New Styles Highlight pediped® Fall/Winter 2013 Collection

Henderson, Nev. (August 2013)—pediped® debuts Fall/Winter 2013 Collection of American Podiatric Medical Association (APMA) accepted footwear offering more than 80 new styles and color combinations across its three signature lines: Originals®, Grip 'n' Go™ and FLEX®. From vivid colors and rich materials to the brand's signature fit, the collection brings a youthful sense of adventure to timeless classics. No matter the need, the vast variety of Mary Janes, casual athletics, sneakers and boots is sure to have every occasion covered.

The collection is inspired by the spirit of a child's journey through the seasons. From the classroom to recess and the leaves to snow, the go-to attitude of the collection is made easy for the energetic lifestyle of children. Suede is reinvented with playful stitching and 3 dimensional detailing and the collection of fashion boots gets a lux update in *Gina* and *Paula*. The collection highlights over ten cold-weathered boots containing waterproof technology including new style, *Boulder*. The selection of athletic shoes containing Ultra Light Technology™ has grown this season with new styles, *Jupiter* and *Luna*, the first two athletic styles to ever be offered in Grip 'n' Go™ and FLEX®.

Originals®

- The Originals® line of soft-soled, flexible infant shoes is recommended by pediatricians and podiatrists as the shoe's design closely mimics barefoot walking.
- Fourteen new styles have been added this season. Highlights include *Hillary* and *Charlotte*, two Mary Jane styles offered in rich suede; bringing a little sparkle to the collection is the new *Ines*. Casual sneaker styles Gehrige and Charleston are comfortable and stylish options.

- The Originals® collection will retail for \$37-\$46 and is available for children 0-24 months in age.

Grip 'n' Go™

- The Grip 'n' Go™ line has special feature G2 Technology™, making it the perfect shoe for active toddlers transitioning from early walking to a confident stride.
- The innovative line of washable athletic shoes, made with Ultra Light Technology™ debuts into Grip 'n' Go™ this season with *Luna* and *Jupiter*, along with the debut of *Boulder*, a cold-weather boot with waterproof technology.
- The Grip 'n' Go line will retail for \$48-\$52 and is available in sizes 19-23.

FLEX®

- FLEX® is the ultimate shoe for an established walker who has developed a confident, natural stride. The FLEX® line offers more than 50 styles covering an array of options from Mary Janes and casual athletics to fashion and cold-weather boots.
- More back-to-school styles than ever before are offered including *Jane* and *Piper*, two new Mary Jane styles available in classic solid and metallic. *Haze* and *Charleston* are comfortable and stylish choices also new to the collection.
- The popular line of washable athletic shoes, made with Ultra Light Technology™ is at its largest ever, offering 12 solar system inspired styles featuring flex grooves to support natural foot movement and heel cushioning. This line provides maximum flexibility while remaining light as air.
- The line of waterproof boots featuring rugged, self-cleaning soles, a gusseted tongue, and a temperature rating of -20°C, provide ultimate durability and comfort. Styles include: *Harper*, *Cruz* and *Spencer*.
- The FLEX® line will retail for \$51-\$80 and is available in sizes 20-36 (available sizes vary between styles).

The Fall/Winter 2013 Collection is now available for purchase (with the exception of boots) online at www.pediped.com and also in select retail stores.

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 3000 stores in the United States and 40 countries worldwide with an offering of more than 130 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 8 years) are

available in EU sizes ranging from 17 to 36. For more information, visit www.pediped.com or call 1-702-567-0311.

###