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pediped® partners with Nohel Group® to open a fourth retail boutique in the heart of Prague

pediped® plans to open 20 branded boutiques in three to five years

HENDERSON, Nev. (August 2013)— The award-winning brand, pediped® continues its growth through a second partnership with the Nohel Group® to open another boutique in the vibrant city of Prague. The retail boutique is situated inside of historic Divadlo Broadway, located in the heart of the city at Pasáž Broadway, Na Příkopě 31, 110 00 PRAHA 1.

The three pediped® signature lines, Originals®, Grip 'n' Go™ and FLEX® along with sister brand and women's line, Brian James™ will be available for purchase. pediped® offers a variety of styles for both boys and girls, ranging in ages from newborn to 8-years-old. The Fall/Winter 13 Collection of Mary Janes, athletic sneakers, and boots will be merchandized along with the latest product displays. Kids can enjoy testing their new shoes down the in-store slide and on the innovative cobblestone test-pad that mimics the aging streets of Prague.

pediped® partnered with the Nohel Group® earlier this year and together opened a first location in Brno, Czech Republic on June 17, 2013. pediped® Managing Partner Rudy Glocker recently visited both locations and came away impressed with the design, efficiency and execution of the boutiques.

“Nohel Group® has done an outstanding job representing and showcasing pediped® in both Prague and Brno, said Glocker. “The stores are extremely well done. Customers are immediately impressed when they see the signage, and even more so by the stores themselves, the staff and product. We wish Nohel Group® continued success in both Prague and Brno and look forward to partnering with them on more opportunities in the future.”

pediped® boutiques are nothing like the average shoe store. Comparable at each location, customers receive outstanding customer service from a pediped® expert who will professionally fit each and every child to make certain their customers are purchasing the correct size and

style. The American Podiatric Medical Association (APMA) approved footwear ensures maximum flexibility and comfort. Customers will leave with a product that is designed to keep growing feet healthy and natural.

The locations in Prague and Brno are additions to two other branded boutiques that have opened within the last four months. pediped® opened its largest location in Las Vegas on May 17, 2013 along with a location in Shanghai, China that same day. pediped® took its first step into retail in May of 2011 with the opening of its Company Store in Henderson, Nev., just next to its headquarters. pediped® is currently sold in over 40 countries at more than 2,500 retailers including five boutiques within department stores.

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 an 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.