



FOR IMMEDIATE RELEASE

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**pediped® will give back to schools as part of its *pediped®* 's
Schools initiative this fall**

*Enrolled schools will receive 10% back on all attributed purchases giving parents
another reason to shop the award-winning brand*

HENDERSON, Nev. (July 2013)— Schools everywhere will have yet another reason to celebrate the start of a new school year. On July 24, 2013, pediped® launched '*pediped* 's *Schools*', a new, one-of-a-kind, giving campaign where participating schools will receive a check for 10% back on their total attributed purchases of pediped® Footwear. Each school can earn up to \$10,000 per year.

School officials and leaders of the PTO or PTA are encouraged to enroll their school to best spread the word. Parents and teachers may also enroll their school into the program. Each school will receive a unique code upon enrollment. Members of the school and community should use this code at checkout when making a purchase on pediped.com or in any pediped® owned boutique (located in Las Vegas). pediped® will compile and track the purchases attributed to each school's code and each school will receive 10% back on their total combined purchases. Purchases will be tracked now until May 15, 2014 and schools will receive their checks in June 2014. Any purchases made after May 15 will roll over to the next school year. Schools will be able to track their earnings on pediped.com.

"I'm excited to celebrate the start of a new school year with kids everywhere, said Angela Edgeworth, founder of pediped® Footwear. "Schools need our help now more than ever and it's essential for them to have the things they need. We are receiving heavy support from parents and teachers alike who see the value in creating awareness on the importance of providing schools with adequate resources. Giving back always has and will continue to be a core value of pediped®."

Since its founding in 2005, pediped® has been dedicated to enriching the lives of children. pediped® established the pediped® Foundation in 2010 to work directly with charities that are devoted to the health, education and basic needs of children around the world. Since its inception, the pediped® Foundation has donated nearly two million dollars in product and monetary support. *pediped® 's Schools* is yet another commitment to the continuing philanthropic efforts of pediped® Footwear.

Please visit pediped.com/pedipedschools to enroll your school today.

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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.