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pediped® opens second boutique in Shanghai

The award-winning children's footwear brand plans to open 20 retail boutiques within the next three to five years

HENDERSON, Nev. (November 2013)-- Premium children's footwear brand, pediped®, announces second store opening in Shanghai, China. The new retail boutique opened on October 24, 2013 at outdoor shopping center, Daning International. This marks the company's second store opening in the city of Shanghai and fifth store opening this year.

The new store offers over 100 American Podiatric Medical Association (APMA) accepted styles between the three pediped® signature lines: Originals®, Grip 'n' Go™ and FLEX®; available for boys and girls, ranging from newborn to eight years in age. The store is currently merchandizing product from the pediped® Fall/Winter '13 Collection that includes a variety of Mary Janes', cold-weather boots, machine-washable athletics, and casual sneakers.

pediped® is not the average shoe retailer; each customer is professionally fitted to guarantee they are purchasing the correct size and style. pediped® promotes healthy foot development by creating quality footwear that is both comfortable and stylish all while ensuring maximum flexibility. Customers come to pediped® for a positive experience and a quality product that fits correctly.

"We are very excited to open another store in the city of Shanghai, and to be a bigger part of the community", says pediped® founder, Angela Edgeworth. "By providing expert product knowledge, our customers know we are a reliable option. The new store is an impressive venue that gives our customers another landmark to access to the breadth of pediped®."

pediped® opened its first boutique in Shanghai on May 17, 2013 inside the Nanfang Friendship Shopping Center. The two stand-alone boutiques come as an addition to five boutiques within department stores located at: Shin Kong Place in Chaoyang District, Beijing City; Beijing Parkson in Beijing City; Grand Orient Department Store and Rainbow Department Store both located in Wuxi City, Jiangsu Province; and Isetan Department Store in Jingan District,

Shanghai. pediped® also operates four other branded boutiques in the prominent cities of Las Vegas, Brno, CZ and Prague, CZ.

pediped® plans to continue its growth with the opening of 20 branded boutiques within the next three to five years. To uphold its global recognition as the gold standard in children's footwear, the sought out new store opportunities will continue to be both domestic and international. The goal is to provide customers with more access to the endless styles and benefits of pediped® footwear. pediped® is currently sold worldwide at more than 2,500 retailers including over 40 countries.

The boutique is located at Daning International Shanghai, No. 1878, Gonghexin Road, Zhabei District, Shanghai. For more information about pediped®, visit <http://www.pediped.com>.

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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.