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**PEDIPEL FOOTWEAR TO OPEN WORLD'S FIRST BOUTIQUE RETAIL STORE
ON FRIDAY, MAY 17 AT TOWN SQUARE LAS VEGAS**

Families Invited to Grand Opening Event Taking Place Saturday, June 1

Las Vegas Location to be the First of Up to 20 Planned Store Openings Through 2018

LAS VEGAS (April 2013) – [pediped® footwear](http://pediped.com), the multi-million-dollar children's shoe company based in Henderson, Nev., will open its first store located in a shopping center on Friday, May 17 at Town Square Las Vegas. The general public is invited to officially celebrate the new store on Saturday, June 1 from 11 a.m. to 3 p.m.

The new store will encompass 700 square feet, showcasing 140 different styles of pediped shoes for both boys and girls, ranging in ages from newborn to 8-years-old. Patrons may purchase styles from the Spring/Summer 2013 collection when the store opens; the Fall 2013 collection will debut this July. The store's design will consist of the merchandising of all three pediped lines including Originals (ideal for infants and children learning to walk), Grip 'n' Go (the perfect shoe for the toddler transitioning from walking to confidently striding) and Flex (the ultimate shoe for confident walkers who have developed a natural stride), making it the largest selection of pediped shoes in the world. Apple iPads will also be available for quick and easy check-out for parents on the go.

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Also making its debut at the pediped store: Brian James Footwear, the new line of women's shoes launched by pediped founder Angela Edgeworth this past spring. Shoppers can expect myriad styles including sandals and ballet flats. Edgeworth named the women's line after her husband, Brian. Designed for women who adore fashion but refuse to sacrifice comfort and quality, the collection will be the perfect staple in every woman's summer wardrobe. Brian James shoes offer a soft, flexible sole and all-leather uppers and linings. The collection appeals to every trendsetter's desire for style and busy women who put comfort first.

"For years, our incredibly loyal customers have asked for a store in a mall and we're thrilled to be making this a reality," says Edgeworth.

Popular among conscientious moms and celebrities, the children's footwear designer has grown since its inception in 2004 and now sells its award-winning infant and children's footwear to more than 2,000 retailers across the United States and in 40 countries around the globe. pediped footwear's signature purple shoebox is a familiar sight at upscale children's clothiers and shoe store. The shoes are also distributed widely via online retailers such as amazon.com and Zappos.

When families come for the June 1 celebration, pediped will host a fashion show, featuring all of the new summer and fall styles. There will also be games including a shoe toss. A special gift certificate toward a future purchase will also be given to all attending guests. pediped is expecting up 500 guests to attend. The event will take place in the Town Square Park.

While this is pediped's first location within a shopping mall, customers can currently purchase shoes at the brick-and-mortar Company Store adjacent to pediped's headquarters, located at 1191 Center Point Dr., Henderson, NV 89074. Customers can also shop online at www.pediped.com.

Edgeworth adds, "Before launching right into our first retail boutique, we wanted to test the concept first and did so through our Company Store, which has been a runaway success. This venue paved the way for us not only to move forward with our first boutique store in a true retail space, but also to look ahead to adding more U.S. locations."

pediped is planning to open up to 20 additional stores throughout the United States within three to five years.

The new store will be located between Sunglass Hut and Clarks and across from Coffee Bean and Tea Leaf. The hours will be Monday through Thursday from 10 a.m. to 9 p.m.; Friday and Saturday from 10 a.m. to 10 p.m. and Sunday from 11 a.m. to 8 p.m.

ABOUT PEDIPED®

pediped® footwear was founded in 2004 by Angela and Brian Edgeworth in their quest for the perfect soft-soled shoe for their first daughter. 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 the pediped® footwear system has recently been endorsed by researchers associated with Harvard Medical School and Children's Hospital Boston. Since its inception, pediped® footwear has donated \$1.75 million to non-profit organizations benefiting children and its commitment to charitable giving continues to grow.

pediped® footwear offers more than 120 designs for boys and girls among 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 6 years) are available in EU sizes ranging from 17 to 31. For more information, visit www.pediped.com or call (702) 567-0311.

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