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Contact: Karen Pineman
G.S. Schwartz & Co.
212-725-4500 ext. 311
Cell: 917-453-6887

MOVE OVER APPLES, THIS FALL *BERRIES* ARE ALL THE RAGE
- Aetrex Launches Healthy, Light & Berry Cool Shoe Collection for Women -
- Stretchable Fabrics, Memory Foam & Anti-Bacterial Technology in Fashionable Styles -

TEANECK, N.J., July 14, 2010 – Looking for that ultimate fall fashion accessory? You're sure to love **Berries** by Aetrex, a new women's footwear collection of clogs, slippers and mary janes. Available in nine fantastic jewel tone colors Berries feature leather accents and stitching that add an extra element of style.

"Berries are so soft and light, when you slip them on you'll immediately go ahhhh... and never want to take them off," said Susan Ryder, Aetrex Women's Product Director, who designed the line. "With colors such as Cocoberry, Cranberry, Blueberry and Appleberry, they'll add a cool punch of fun to any outfit. Whether you are heading to yoga class, out with the kids, or meeting friends for lunch, you'll look and feel great."

Berries are healthy, light and berry cool on your feet. They blend four-way stretch fabrics, spandex and memory foam that naturally conforms to feet without any pressure or discomfort. The fabric is lined with Aegis Microbe Shield, one of the most effective Anti-Bacterial/Anti-Fungal technologies available for footwear linings. The line also has a unique removable footbed with a built in Mozaic insole to relieve specific pressure points. Together, these features make Berries among the healthiest and most comfortable women's shoes ever developed.

"Berries are the ideal casual shoe, not just for the fall, but year-round," added Ryder. "The breathable fabrics are essential for warmer weather, but they still offer enough coverage to keep you warm as the seasons change."



All shoes in the Berries collection are available in sizes 5 – 13 in varying widths and will have an MSRP of \$99. They will be available in stores and online (www.foot.com) in late

summer. For more information about Berries, and to see other Aetrex collections, visit www.Aetrex.com.

About Aetrex Worldwide, Inc.

Aetrex Worldwide is recognized as a world leader in athletic, wellness and comfort footwear and orthotics as well as footcare technology including the innovative iStep foot scanning technology. It is the industry leader in pedorthic footwear, the leading manufacturer of mid-priced orthotics and the No. 1 provider of foot scanning and measuring technology for shoe retailers. The New Jersey-based \$60-million dollar corporation was founded in 1946 and remains privately owned by the Schwartz family for three generations. For additional information, please visit www.aetrex.com.