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Aetrex Worldwide Debuts the 'Gramercy Collection,' The Company's First Line of Men's Dress Shoes

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LAS VEGAS, July 30 /PRNewswire/ -- WSA -- Finally, comfort, function and style are intertwined. Aetrex Worldwide, Inc. today announced the unveiling of the "Gramercy Collection," a unique line of men's comfort dress shoes with pedorthic benefits. The collection's styles aim to appeal to a younger market in addition to the company's current loyal base of baby boomers and seniors. Aetrex invites attendees of the World Shoe Association to Booth #18087, to see the latest styles and all the benefits of this extraordinary line.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070730/NYM013>)

"This year, it's the design that will be noted in our new line," said Larry Schwartz, CEO, Aetrex Worldwide, Inc. "We have developed great looking shoes with therapeutic benefits. Consumers are going to try on our dress shoes and feel like they are in sneakers."

The Gramercy Collection, ten distinct dress footwear styles for men, features elegant and modern slip-ons and sleek, classic lace-ups with an exceptional hybrid of style, function and customization. All styles in the Gramercy Collection boast:

- Luxurious, full grain leather uppers
- Soft, breathable linings made from leather
- 1/4" removable depth to fit any orthotic
- Mozaic(TM) Customization Technology
- Maxum Lite(TM) Slip Resistant Polyurethane Outsoles

The entire collection is available in multiple widths, and sizes 7 - 14.

"The Gramercy Collection is inspired by the streets of the Gramercy neighborhood in Manhattan where I used to live," said Evan Schwartz, president, Aetrex Worldwide. "In developing our first line of men's dress shoes, our goal was to capture the unique spirit, culture and style of Gramercy, which is known for its pristine neighborhood, its small, historic park and its culture of walking."

Joe Skaja, Aetrex's new Director of Research & Development, led the Gramercy Collection's design team. Recognized worldwide for implementing groundbreaking footwear designs and technologies, Skaja, who joined Aetrex earlier this year, has put his contemporary, fashion forward design stamp on Aetrex's footwear styles.

The Gramercy Collection will retail from \$130-\$150. They will be available for shipment by October 31, 2007.

About Aetrex Worldwide, Inc.

Aetrex Worldwide, with over 25 Certified Pedorthists on staff, 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 retailers and the medical community. The \$50-million dollar corporation, founded in 1946 and privately owned by the Schwartz family for three generations, is comprised of three divisions -- Aetrex Performance Products,

Aetrex Technology & Education, and Aetrex Therapeutic Footcare. For additional information, go to <http://www.aetrex.com>.

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