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**AETREX ONCE AGAIN SPEARHEADS FOOTWEAR INNOVATION
AND CUSTOMIZATION WITH *BERRIES BY AETREX***

*First Shoe on Market to Combine Stretch & Memory Foam;
New Women's Line Offers Fun, Vibrant Colors*

TEANECK, NJ (January 11, 2010) – Aetrex Worldwide Inc., is proud to unveil the new women's collection, **Berries by Aetrex**, casual comfort footwear. Berries features innovative technologies in fit and flexibility, and is the first shoe on the market made with both stretch and memory foam. Combining this technology with styles that include a variety of rich spring colors is further proof of Aetrex's commitment to spearheading innovations in pain-relieving footwear and foot care products.

The new line can be viewed at the WSA Show, **Booth # 14520** at the Mandalay Bay Convention Center in Las Vegas, February 2-4, 2010. Aetrex Worldwide is recognized as a world leader in athletic, wellness and comfort footwear and orthotics as well as footcare technology.

"We work hard to stay ahead of what's happening in the marketplace," said Larry Schwartz, CEO, Aetrex. "Right now that means providing retailers with innovative comfort and wellness footwear in fashionable styles that their customers are demanding as more and more people understand they can give their feet some relief and still look great."

This new Berries collection combines extraordinary comfort using stretch and memory foam with "pop" colors consumers crave come springtime. Among the key features is the patented Mozaic Customization Technology that is built into the footbed for customized comfort. There are stretch fabric uppers for superior flexibility, adjustable straps and memory foam linings for optimum fit and customized comfort -- casual enough to slip on in a hurry, but stylish enough to make a statement.

The Berries collection is available in twelve styles that fit any occasion. The Clog, the signature style of the new line, will be available in eight colors. Other styles include Mary Jane, Mary Jane Clog, Triple Strap, Monk Strap, Cross Strap Wedge, Gathered Wedge, Mary Jane Wedge, Wedge Stretch and Comfort Clog.



“Most importantly, Berries is completely unrestrictive. They naturally conform to feet, without any pressure or discomfort,” said Susan Ryder, Aetrex’s Women’s Product Director, who designed the line. “What’s more, the color palate includes lavender and orange as well as rich burgundy and olives that will capture customer’s attention.”

Sizes: 5-11, Medium width (B/C) & Wide width (D/E) X-Wide (2E/3E). The Berries Collection will retail from \$99 to \$139 and will be available for shipment in the spring.

At WSA, attendees can see how far the Aetrex brand has come, from providing the basics, to expanded styles and textures to more seasonal products. In addition to Berries new products at the Aetrex booth will include an expanded high performance line including new fitness trainers.

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 retailers and the medical community. 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.