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FABULOUS FITTING FOOTWEAR - A MUST-HAVE SUMMER ACCESSORY

Sandalistas from Aetrex Offer Stylish Silhouettes with Customizable Features

Teaneck, NJ (February, 2010) – The winter blues are giving way to warmer weather, which means it's time to start looking out for the best summer accessories. Sunglasses with UV protection, headbands, twists and clips for no fuss hair, bangles in bold colors or shimmering metallic and an oversized tote bag to fit it all. However, for a complete head to toe summer look, it's essential to find the right sandals.

“Slip on a pair of Sandalistas,” said Susan Ryder, Women’s Product Director at Aetrex, a company known for spearheading unrivaled innovations in footcare products and technology. “The cute styles, bold colors and upgraded materials will get you to put the first pair on. But it’s the customizable features that will make you want to wear them everyday.”

Sandalistas from Aetrex are the world’s first truly customizable sandal. The footbed is made with Memory Foam and anatomically shaped and contoured to match the human foot and eliminate pressure and friction. What’s more, the footbed has customization technology built into it. Simply remove the footbed from the base and peel away the Mozaic gel plugs where pain or pressure exists. Then put the footbed back in. The relief is immediate.

There are 6 styles to choose from. New this year, The Labella featuring a fully adjustable thong. There are four cool colors to choose from Blue Snake, Titanium Leather along with neutral Black and Dark Brown Leather. The Montserrat is a more traditional thong. Your feet will stand out in the eye-popping Pumpkin which looks great on tanned feet as do the Grey Nubuck and Brown Snake Leather.



Labella in Snake Blue



Saona in Chili Pepper



Montserrat in Grey Nubuck



Paraiso in Brown Snake

For a more secure fit, The Sandalistas are also available in hook and loop quarter straps (The Paraiso), full coverage gladiators (The Saona), quarter straps with buckle accents (The Mandehle) and $\frac{3}{4}$ dual straps (The Amalie). All styles are made with upgraded,

luxurious materials including full grain leather or Nubuc uppers, suede footbeds, thoughtful detailing and two-colored soles that coordinate with the upper.

“For many people, sandals are their primary footwear in the warmer months, so we revolutionized sandal design and built arch support right into the footbed,” added Sue. “You wear sun block to prevent burning, hats to keep you cool, and now sandals to keep you fit and healthy from head to toe.”

Sandalistas retail for \$133.95 to \$139.95 and are currently available at Foot.com, Zappos, ShoeBuy and independent retailers nationwide.

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 \$60-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 www.aetrex.com.