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AETREX® LAUNCHES BERRIES™ & ESSENCE™ BOOTS COLLECTIONS

With Latest Lines, Aetrex Now Offers Women Customized Comfort for Every Season

TEANECK, N.J. (February 1, 2011) – Aetrex Worldwide Inc., is proud to unveil its first collection of **Berries** and **Essence Boots** for women, offering the latest winter fashion styles incorporating customizable features and stretch fabrics, making these boots one of the healthiest shoes they'll ever wear. The boots can be viewed at the WSA Show, **Booth # 5049** at the Sands Expo Center in Las Vegas, February 7-9.

Berries Boots

“Our 2010 Berries collection has been our most successful footwear launch in the company’s history,” said Larry Schwartz, CEO, Aetrex. “Their amazing features and benefits, such as memory foam, stretch uppers and Aegis anti-microbial linings made it natural to create a line extension for fun, fashionable Berries Boots.”

Berries Boots consist of three styles: **Bungee Boots** (5 colors, MSRP \$149.95), **Tall Boots** (5 colors, MSRP \$149.95) and **Mid-Calf Boots** (3 colors, MSRP \$139.95), which all feature an innovative memory foam insole, four-way stretch upper for optimum fit, advanced waterproof technology, anti-microbial linings and pull-up tabs for easy on/off wear.

“Berries Boots offer both comfort and waterproofing, making them unique to anything on the market today,” said Sue Ryder, Women’s Product Director at Aetrex. “Combine those features with the colors that will be trending this fall, stylish accents and flexible shafts that can be worn at full height or folded for a reversible look, and you’ve got the total package.”

Available in women’s sizes 5-11, 12, 13; medium and width widths.

Essence Boots

Essence Boots offer women comfortable and fashionable dress and casual footwear for the Fall and Winter. The collection is made with waterproof Italian calf skin leather, soft suede uppers and four-way stretch fabrics. The three styles include:

Tall Riding Boot – Italian calf skin leather or soft suede upper with comfort sweater knit for warmth and stretchability, half-way side zipper for easy on/off wear and 1” leather stacked heel (black & brown leather, olive suede; MSRP \$199.95)

Tall Wedge Boot – Elastic back gore that stretches to fit wider calves, sealed seams and full-length side zipper (black & brown leather; black and grey suede; MSRP \$219.95)

Ankle Boot – Italian calf skin leather or four-way stretch upper, side zipper and 14/8” wedge for cushioning and support (black & dark chestnut leather; black and dark chestnut stretch; MSRP \$169.95)

“All the Essence Boots feature insoles made with memory foam and plenty of room for custom orthotics, making them the most comfortable footbed for boots in the industry,” added Sue. “The Tall Wedge offers women a beautiful silhouette, while the Riding Boot’s stretchability offers extra room in the calf for fitting flexibility that so many women need.”

Available in women’s sizes 5-11 (including half sizes); widths B, D.

About Aetrex Worldwide, Inc.

Aetrex Worldwide, Inc. is widely recognized as the global leader in comfort and wellness footwear products. With fashion, function and quality at the forefront, Aetrex designs and manufactures therapeutic, casual, dress, sandal and athletic footwear for both men and women. Aetrex also developed iStep, the world’s leading digital foot scanning technology, designed to accurately measure feet and determine foot type and pressure points. It is also renowned for its over-the-counter Lynco Orthotics, the world’s #1 foot orthotic system. The New Jersey-based \$60-million dollar corporation was founded in 1946, and named one of New Jersey’s Top Private Companies in 2010. It has remained privately owned by the Schwartz family for three generations. For additional information, please visit www.aetrex.com.