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**Contact:** Karen Pineman/Vanessa Giacoppo  
G.S. Schwartz & Co.  
212-725-4500 ext. 311/ext. 329  
Cell: 917-453-6887/609-577-2783

**AETREX® INTRODUCES COBBLE HILL™ COLLECTION FOR MEN**

*Latest Extension to Men's Footwear Line Offers Customized  
Comfort Designed to Suit All Men's Footwear Needs*

TEANECK, N.J. (February 1, 2011) – Aetrex Worldwide Inc., is excited to unveil **Cobble Hill**, its latest men's collection of dress/casual footwear offering the ultimate in comfort, function and fashionable style. The new line can be seen at the WSA Show, **Booth # 5049**, at the Sands Expo Center in Las Vegas, February 7-9.

“Cobble Hill is a refreshing addition to our men's line, featuring casual shoes for everyday wear,” said Larry Schwartz, CEO, Aetrex. “Our entire men's collection is built on anatomical lasts designed to provide a comfortable and healthy fit for every foot type. These features, along with hand crafted detailing, supple full grain leathers, and Mozaic Customization offers a unique footwear experience that allows men to look and feel their best.”

The Cobble Hill line offers four styles that suit footwear needs for every occasion including: Classic Plain Toe Lace-Up, an oxford design, styled with full grain leather uppers and available in two colors: smokehouse burnished and black. The British Moc Lace-Up features hand stitched detailing and attractive brass eyelets that compliment its full grain mahogany and smokehouse burnished leather uppers. The Moc Slip-On is designed for easy on/off and features elastic side gores for optimum fit. The full grain leather and suede uppers make these a classic shoe for the man on the go. Available in three colors: harvest brown, toffee, and black. (All MSRP: \$119.95)

The Cobble Hill line also offers a unique Lace-to-Toe Boot with leather and suede uppers, attractive silver eyelets and stylish rubber toe guard that also prevents excess wear. Available in four colors: chocolate suede, black suede, brown and black. (MSRP: \$139.95)

All shoes within the Cobble Hill collection include rubber outsole for superior traction and stability, linings made from a combination of leather and mesh to help wick-away moisture, detailed stitch-out construction and soft, padded collars for cushioning, comfort and reduced heel slippage.

Moreover, Cobble Hill features Mozaic Customization Technology built in the footbed for customized comfort and pressure relief. The ¼” removable footbed provides fitting flexibility and can accommodate most orthotics. Each are available in sizes 7-13(whole and half), 14, and in medium and wide widths. The Classic Plain Toe Lace-Up and British Moc Lace-Up are also available in an X-wide width.

In addition to the Cobble Hill Collection, Aetrex introduced a new style to its Gramercy™ collection, the **Z-Strap** featuring a strap closure for easy on/off and adjustability. Full grain textured leather upper, contrast stitching and rawhide laces complete the casual look. The Maxum Lite™ polyurethane outsoles, firm heel counter, soft padded collar, Mozaic Insole and ¼” removable depth ensures the ultimate in customized comfort and fitting flexibility. Z-Strap is available in men’s sizes 7-13(whole and half), 14, in medium, wide and X-wide widths. (MSRP \$139.95)

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](http://www.aetrex.com).

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