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AETREX INTRODUCES LYNCO CUSTOMIZABLE ORTHOTICS

Next Generation Orthotic Combines the World's #1 Orthotic System with Aetrex's Patented Mozaic Technology for Optimum Customized Comfort

TEANECK, N.J., July 2011 – Aetrex is pleased to announce the launch of the Lynco Customizable Orthotics line, offering unsurpassed comfort and performance for maximum foot comfort. Aetrex Lynco Customizable Orthotics will be introduced at the WSA Show, Aetrex Booth # 5066 at the Sands Expo, Las Vegas July 27-29.

“There are many different types of effective foot orthotics. Depending on your particular needs, recognizing the right orthotic is essential to preventing foot pain and providing proper body alignment.” said Larry Schwartz, CEO, Aetrex. “Along with cutting edge material technologies that provide shock absorption, arch support, cushioning and pressure redistribution, our newest line now offers customized comfort not seen in any other over-the-counter orthotics.”

These extraordinary, tri-density orthotics feature patented Mozaic Customization Technology providing pressure relief and customization by simply peeling away gel plugs in the areas of discomfort. The orthotics also feature a soft, CopperGuard® top cover made from advanced copper fibers to help prevent bacteria, fungi and odor commonly found in shoes. They are constructed with polyurethane foam that cushions the foot and absorbs shock forces, while a light-weight TPU bottom provides resilience that will never wear or lose its shape.

Available in a variety of styles, the Customizable Orthotics provide a custom select solution based on specific foot type. Rearfoot options include a cupped heel that cushions and stabilizes the rearfoot or a posted heel to control over-pronation and balance the rearfoot. Forefoot options include a neutral front or metatarsal support to comfort ball-of-foot discomfort and redistribute weight from the metatarsal heads. Aetrex Lynco Customizable Orthotics will debut in stores in September at a retail price of \$69.95.

Men's 6-16 (full sizes only)
Women's 4-13 (full sizes only)

About Aetrex Worldwide, Inc.

Aetrex Worldwide, Inc. is widely recognized as a 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 corporation was recently named one of New Jersey's Top 100 Privately Held Companies. It has remained privately owned by the Schwartz family for three generations. For additional information, please visit www.aetrex.com.

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