

**FOR RELEASE**

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***AETREX WORLDWIDE INC. TAPS MWW GROUP AS PR AGENCY OF RECORD***

***Leader in Comfort and Wellness Footwear Turns to MWW for Consumer Lifestyle Marketing and Media Relations Expertise***

**NEW YORK– March 26, 2012** – MWW Group ([www.mww.com](http://www.mww.com)), one of the top ten global independent public relations firms, announced today that it has been hired as agency of record by Aetrex Worldwide Inc. ([www.aetrex.com](http://www.aetrex.com)), a global leader in the comfort and wellness footwear category. As agency of record, MWW’s award-winning consumer lifestyle marketing practice will develop a multi-tiered communications program to tell Aetrex’s story as a lifestyle brand. In addition to its line of casual, dress, sandals and athletic shoes, Aetrex pioneered the iStep, an innovative digital foot scanning technology that accurately measures foot size, identifies arch type and pressure points, and custom selects the ideal footwear and orthotics.

“As Aetrex embarks on its first consumer lifestyle marketing campaign, MWW will help the brand deepen relationships with influencers in traditional, digital, and women’s media to help the company gain greater recognition among women looking for fashionable and comfortable shoes, ” said Alissa Blate, executive vice president of consumer marketing at MWW. “With our expertise in consumer lifestyle marketing, our team will help build programs to position Aetrex to new consumers who haven’t yet experienced the comfort and style of the brand.”

Aetrex is a category leader in comfort footwear and foot orthotics. Leveraging its expertise in podiatry and medically-oriented comfort shoes, Aetrex has introduced fashion footwear in recent years that is both stylish and comfortable. Aetrex shoes feature cutting-edge technologies, including built-in Lynco® orthotic support , memory foam footbeds, and Aegis® anti-microbial linings.

“As a third generation family-owned business, we’ve tapped MWW to help propel Aetrex into an exciting new phase of growth that will create greater relevance for us as a top fashion and lifestyle brand among women,” said Larry Schwartz, CEO of Aetrex. “We believe no one should have to compromise comfort for fashion. MWW’s communications campaign will deliver this message to everyone who wants to look and feel good in their shoes while showcasing our innovative footwear portfolio.”

#### **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 corporation was named one of New Jersey’s Top 100 Privately Held Companies for 2010 and 2011 was also included in *NJBIZ*’s Top 30 Manufacturing Companies. It has remained privately owned by the Schwartz family for three generations. For additional information, please visit [www.aetrex.com](http://www.aetrex.com).

#### **About MWW Group**

MWW Group is one of the nation’s top mid-sized public relations firms and one of the ten largest independent global agencies. The company is industry-recognized for its work in consumer lifestyle marketing, digital marketing and social media, corporate communications, public affairs and government relations, consumer technology, healthcare and visual branding.

Through its "Network PR" approach, MWW Group helps its clients re-architect the conversation surrounding their brands to increase trust and relevance and drive action among key stakeholders. Among its numerous awards for client work, the agency has been recognized as 2011 "Midsize Agency of the Year" and 2010 "Strategic PR Agency of the Year" by the Holmes Report and has received accolades from PR News for "Team of the Year," "Digital Firm of the Year" and "Top Places to Work in PR."

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