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**AETREX WORLDWIDE INC.,<sup>®</sup>  
THE PIONEER OF DIGITAL FOOT SCANS,  
INTRODUCES THE MOST ADVANCED FOOT SCANNING SOFTWARE WITH THE  
ISTEP 8**

*Newest Version of Patented Foot Scanning Technology Combines Cloud Computing with Easy-to-Use Apps for Customization and Increased Functionality*

**Teaneck, NJ – May 22, 2012** – Aetrex Worldwide Inc., a global leader in comfort and wellness footwear products, is making foot health a priority for consumers and footwear retailers with the introduction of the iStep 8.0, the latest version of its revolutionary foot scanning software. The newest version takes digital foot scanning to the next level by combining patented wireless and cloud computing technology with touch screen functionality and contemporary “app” systems. Going beyond a basic foot scan, the iStep 8.0 allows consumers to enjoy an even more personalized experience when shopping at a footwear retailer so they may ultimately walk away with the best shoe to meet their foot needs.

In addition to providing consumers with a thorough foot analysis in 30 seconds, the iStep 8.0 optimizes the user experience by giving consumers quick access to a wide range of resources and foot-related content. By choosing among several featured apps hosted on the main touch screen, consumers can easily browse through educational videos, read a personalized report, receive product recommendations best-suited for their specific foot type, or quickly access Foot.com with information about common foot conditions, causes, symptoms and treatments. Once a foot scan is completed, consumers also have the option to immediately send the report via MMS or email message to their personal accounts, or share with their friends and family using the available social media options.

Retailers who use the new iStep software will have access to several pre-loaded apps along with the ability to leverage Aetrex’s prepackaged marketing materials, such as customizable newsletters, promotions and eblasts. Built to live on Windows XP or above, the new cloud computing technology also reduces the amount of hard drive space required to host the iStep software. While data is now being stored on an external server, retailers still have the ability to access the information at any time and tailor it to create targeted marketing campaigns best suited for their business.

“The new, customizable software is a user-friendly system that is designed to fit a retailer’s changing business needs while offering unparalleled, personalized service to consumers,” said

Larry Schwartz, CEO of Aetrex Worldwide, Inc. “With the touch screen and wireless connectivity, a new untrained employee can learn to seamlessly operate the system and assist consumers with the simple touch of a finger.”

The iStep’s ground-breaking technology was first introduced by Aetrex 10 years ago, and Aetrex’s digital foot scanner has been relied upon by leading retailers, including The Walking Company, Foot Locker, New Balance and Red Wing Shoes for providing efficiency and differentiation to consumers while helping retailers to grow their orthotic sales exponentially. Today, there are currently over 4,000 iStep devices placed in retail locations and professional offices worldwide.

### **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 recently named one of New Jersey’s Top 100 Privately Held Companies and one of *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).

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