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### **Aetrex Unveils Fresh New Footwear Styles for Spring 2013**

*Introduction of Aetrex's first line of sandals for men along with new fashion-forward styles for women brings fashion, comfort and foot health to the forefront*

**Teaneck, NJ – July, 2012** - The promise of warmer weather invites both women and men to experience the fresh air and spend more time outdoors and on their feet. While everyone looks for a shoe that allows them to take advantage of the season, consumers shouldn't have to worry about aches, pains, and blisters from uncomfortable and ill-fitting footwear. Aetrex Worldwide, a global leader in comfort and wellness footwear, is introducing new styles to its popular Essence and Sandalistas collection for Spring 2013. All styles in the new spring lineup deliver on comfort and fashion and incorporate Aetrex's "Healthy 3": Lynco orthotic footbeds for support, balance and alignment; memory foam cushioning for customization and comfort; and Aegis anti-microbial technology to protect against fungi, bacteria and odor.

Aetrex is also making a splash this spring with the introduction of its new Men's Sandals collection. Following the success of Aetrex's Women's Sandalistas, Aetrex Men's Sandals take the same Lynco orthotic shape and cork materials to create three functional men's sandals that provide support and optimum comfort.

"When designing shoes for spring and summer, our goal was to maintain the comfort, shape, and materials of our most successful styles and reinvent them to keep our sandals and heels fresh and on-trend for women of any age," said Susan Ryder, Design Director, Aetrex. "We considered what men would be looking for in a warm weather shoe and found that there is a need for comfortable, supportive and stylish sandals that are appropriate for more than just the beach."

#### **Cork Comfort Sandalistas by Aetrex**

Aetrex combines its renowned cork comfort with bright, flirty colors for its newest Sandalistas styles. With Lynco orthotic footbeds, memory foam cushioning, and an ultra-light midsole providing natural shock absorption, Cork Comfort Sandalistas provide support, customization and balance without the feeling of any added weight.

- [Lori](#) – A fully adjustable t-strap sandal with a padded heel for maximum comfort and tumbled leather with stylish stones and stitching
- [Marissa](#) – An ankle-strap sandal made with supple nappa leather and lamb suede with intricate cut out detailing
- [Cindi](#) – A thong sandal with an adjustable heel strap made with supple nappa leather and lamb suede with intricate cut out detailing

### **Customized Comfort Sandalistas by Aetrex**

The newest additions to the Customized Comfort line are guaranteed to make a fashion statement with its intricate weaving detail and stylish stud accents. Unlike any other sandal on the market today, Customized Comfort Sandalistas feature a removable footbed with patented Mozaic Customization Technology that helps create a pressure free environment on the feet by simply peeling away gel plugs at areas of discomfort.

- [Pamela](#) - A fully adjustable thong sandal with dual hook and loops straps made with intricate weaving accents
- [Alyssa](#) – A fully adjustable thong sandal with dual hook and loop quarter strap and an adjustable center strap to accommodate different insteps

### **Essence by Aetrex**

Essence by Aetrex incorporates sophisticated style and unrivaled comfort technologies into heeled sandals that are a fit for any occasion. With a range of heel heights and styles, all Essence by Aetrex heels are designed with Lynco orthotic footbeds, memory foam cushioned heel seats, and Aegis anti-microbial footbeds.

- [Angelina](#) – An elegant strappy sling back with adjustable buckle closure and an adjustable center strap for customized fit
- [Kayla](#) – A fully adjustable t-strap sandal with a fully adjustable three strap slide made with soft tumbled leather

### **Men's Sandals**

Aetrex presents the newest addition to its comfort footwear with its comfortable and sleek Men's Sandals collection, using the same design principles and technologies found in its Women's Cork Comfort Sandalistas. With three new styles to choose from, each sandal is made with a Lynco orthotic footbed, memory foam cushioning, Aegis anti-microbial technology, as well as a "Met Bar Pod" to reduce stress at ball-of-foot, a Medial Support Pod to minimize over-pronation, and an ultra-light cork midsole for natural shock absorption.

- [Monterey](#) – A fully adjustable thong sandal with dual hook and loops straps made with full grain leather and studs and stitching detailing
- [Ventura](#) – A fully adjustable double strap slide sandal with dual hook and loop straps made with full grain leather and studs and stitching detailing
- [Largo](#) – A fully adjustable quarter strap sandal with three hook and loop straps for maximum comfort made with full grain leather and studs and stitching detailing

"We are really excited about the new sandals designed for men because they offer the necessary support to keep feet healthy and pain-free," said Susan Ryder, Design Director, Aetrex. "We already sell

millions of orthotics worldwide and now men can benefit from having the built-in support in a functional, stylish and lightweight sandal.”

Aetrex footwear is available in women’s sizes 5-11 (including half sizes), men’s sizes 7-13 and 14. Visit [www.aetrex.com](http://www.aetrex.com) for more information and to find retailers.

#### **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).

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