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AETREX WORLDWIDE INC.® PUTS FASHION AND COMFORT AT THE FOREFRONT THIS FALL WITH THE LAUNCH OF ITS NEW AD CAMPAIGN

*New “Don’t Forget to Take Them Off” Consumer Ad Campaign Touts Sensible Footwear
For The Active Fashionista*

Teaneck, NJ – September, 2012 – Aetrex Worldwide Inc., a global leader in comfort and wellness footwear products, is launching a new national advertising campaign, “Don’t Forget to Take them Off,” with creative appearing in print and digital outlets, and on top of New York taxi cabs. The creative, which features women wearing Aetrex heels in unexpected settings like a bathtub or in yoga class, epitomizes the foot nirvana everyone dreams about – trendy shoes that are so comfortable you will never want to take them off your feet.

The campaign was developed as a creation between renowned creative marketing agency Remer Inc. and the Aetrex in-house marketing team led by Director of Marketing/Creative, Bob DeRosa. The new ads debuted during the 2012 Fall Fashion Week in New York City on top of local yellow taxi cabs. Print ads will also appear in several national magazines, including *Allure*, *Vogue*, *Self*, *Lucky*, and *Conde Nast Traveler*. The media plan also includes a digital component inclusive of search and display advertising.

“We have seen a tremendous response from retailers and consumers to our new women’s fashion footwear line that offers unmatched comfort and customization for the fashionable woman,” said Larry Schwartz, CEO of Aetrex Worldwide, Inc. “The new advertising campaign is designed to resonate with women who are style conscious but also care about foot health. Delivering our message in a fun and creative way, the ad campaign shows our consumers they can have the best of both worlds with Aetrex – fashion and comfort.”

With comfort always top-of-mind, Aetrex recently introduced the latest version of its patented digital foot scanning technology, the iStep 8.0, which provides consumers with a thorough foot analysis in 30 seconds. The iStep 8.0 also allows consumers to enjoy a personalized experience when shopping at a footwear retailer so they can ultimately walk away with the best shoe to meet their foot needs.

The Aetrex footwear portfolio features a variety of stylish styles for men and women, ranging from casual to dress that are perfect for fall outings or winter lounging. Visit 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 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.

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