

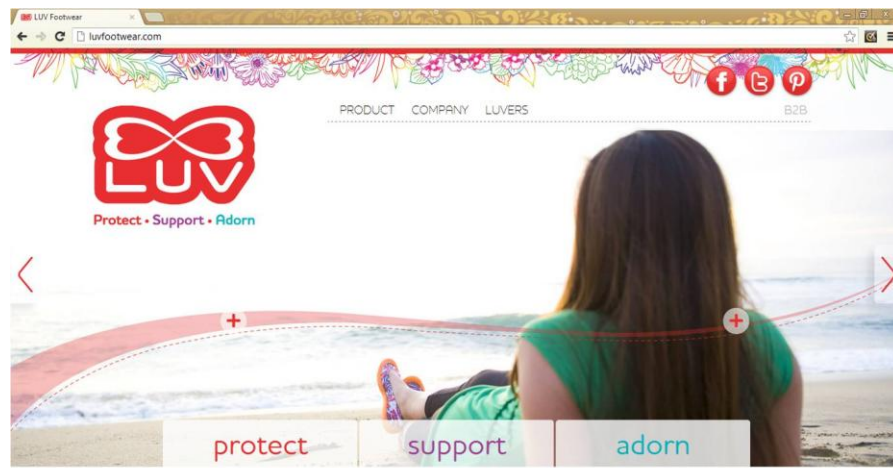


IMMEDIATE RELEASE

12 November 2012

LUV Launches New Website

San Francisco, CA – 12 November 2012 – After almost a full year in the making, the new and improved LUV Footwear website is live. It is complete with an on-line store as well as a comprehensive business-to-business section that empowers and supports authorized dealers 24/7 by providing real-time inventory levels, order processing times, delivery status and more.



"Thanks to our web design group, Meadow, the site really displays all the style, features and functionality we dreamed of. It's a fantastic demonstration of our brand" Michael Toschi, Founder and CEO.

Stage 2 of the website, scheduled for early 2013, will include some creative, user interaction functions that promise to be a big attraction.

About LUV Footwear

LUV Footwear is a company founded by Michael Toschi with a concept to revolutionize the ballerina flat with both artistic expression as well as anatomical performance. Equipped to deliver an infinite selection of stylish offerings and a comfort experience that is described as weightless support, LUV Footwear creates collectable, limited edition footwear with fun, cute and beautiful personalities.

LUV Footwear is a privately owned company with headquarters in California. LUV products are sold at reputable fashion and footwear retailers around the world as well as online at www.luvfootwear.com. For information about LUV Footwear or a retailer of LUV products, contact Brant Sichko, National Sales Manager, at brant@luvfootwear.com. For all media related inquiries, please contact Adrienne Harty at adrienne@luvfootwear.com or call +1 415 494 3588.