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LUV FOOTWEAR ANNOUNCES OASIS FOOTWEAR AS THE OFFICIAL CANADIAN DISTRIBUTOR

San Francisco, CA – 15 November 2012 – LUV Footwear announces that Oasis Footwear has been signed as the official distributor for LUV products in Canada.



Oasis Footwear has been committed to selling quality footwear to retailers across Canada for twenty years. LUV joins the team in good company as Oasis is the exclusive distributor for Michael Kors-Kids, Cole Haan-Kids, Tommy Hilfiger- Kids and Stuart Weitzman- Kids. Their wealth of knowledge and diverse distribution base will be critical in helping LUV Footwear achieve their goals in Canadian territories.

Speaking on the partnership, Michael Toschi, Founder and CEO of LUV Footwear said, "We are delighted to have Oasis Footwear as our partner in Canada and as a key part of our global distribution team. We are confident that the wonderful people at Oasis will help LUV further penetrate into the Canadian markets and meet the evolving needs of our customers."

"We could see the potential of the brand in our market, and the footwear really appealed to us. The product is great, and we also like the concepts behind the whole company. We look forward to expanding its reach in Canada." Cindy Robertson, Vice President- Sales and Marketing, Oasis Footwear.

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.