



IMMEDIATE RELEASE

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LUV FOOTWEAR ANNOUNCES PARTNERSHIP WITH COURT CASUALS OF AUSTRALIA

San Francisco, CA – 30 November 2012 – LUV Footwear is proud to announce a new partnership with Court Casuals, a leading distributor in Australia and New Zealand.



Court Casuals has operated for many years as a respected wholesaler and distributor for women's and children's wear in the Australian and South Pacific regions. Court Casuals has successfully distributed leisure and lifestyle brands such as Zantika, Green Tambourine and Hey-Yeh. LUV Footwear is a great complement to these brands that are providing colorful, casual, and comfortable clothing.

Michael Toschi, CEO and Founder of LUV Footwear, believes that global partners like Court Casuals play a critical role in the strategic growth plan of LUV products. He states, "We are thrilled to begin working with Court Casuals to meet the evolving needs of our customers in the South Pacific. The team at Court Casuals is wonderful to work with, and their industry knowledge will be important to us as we start to share our playful patterns and limited editions with a more global consumer base."

"We are sure that LUV products will fit beautifully with the Australian lifestyle and are delighted to be appointed the exclusive distributor for Australia and New Zealand. We have been busy testing the products with different groups and have been absolutely thrilled with their reaction. In our view this is a perfect product for our market!" Bev Gibson, Managing Director, Court Casuals.

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.