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## **FOR IMMEDIATE RELEASE**

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### **NEW SHOES-n-FEET® DIRECTOR OF MARKETING HELPS HIGHLIGHT PARTNERSHIP WITH PHYSICIANS**

BELLEVUE, Washington- In order to further strengthen their market presence and enhance relationships within the medical community, Bellevue based SHOES-n-FEET® has hired JB Smith as Director of Medical Community Relations and Marketing. Smith's addition underscores the SHOES-n-FEET® mission to deliver exceptional customer service and superior knowledge about foot health. This is achieved, in part, through the development of relationships by SHOES-n-FEET® staff with medical professionals. Smith will drive all of the SHOES-n-FEET® marketing efforts and strategic partnerships within the medical community.

Smith is leaving her position as an Executive Sales Representative in the Oncology Division of Eli Lilly Pharmaceutical. She has extensive sales experience with oncology, anti-viral, and Central Nervous System (CNS) products. Prior to her tenure in the pharmaceutical industry, Smith taught genetic curriculum to primary health care providers, throughout Washington State. Smith joins SHOES-n-FEET® during a distinct growth period that will result in 50 new franchise locations by 2009.

“Since its inception SHOES-n-FEET®, has been totally committed to creating a symbiotic relationship with the podiatric community through what we call ‘closing the loop’ between the patient, the doctor and the shoe store. This commitment extends from podiatrists

referring their patients to us, and us referring our customers to the podiatrist.” said SHOES-n-FEET® President, Joe Bentvelzen. “The customer benefits greatly.”

**About SHOES-n-FEET®:** SHOES-n-FEET® is an industry leader in providing stylish, well-fitted shoes in a comfortable, retail setting. The company’s success is rooted in delivering exceptional service and providing superior knowledge about foot health. SHOES-n-FEET® franchise owners and employees receive constant education regarding foot health and the latest medical knowledge about prevention from physicians and other medical professionals specializing in foot health. SHOES-n-FEET® is based in Washington State with franchise opportunities in 32 states. New locations are slated to open in Indiana and Washington in 2005 and 2006. The management and resources of SHOES-n-FEET® are committed to the promise of healthy feet, unsurpassed fit, and stylish shoes.