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## **FOR IMMEDIATE RELEASE**

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### **SHOES-n-FEET<sup>®</sup> Achieves Top Ranking in New Balance 'Secret Shopper Survey'**

BELLEVUE, Washington- Bellevue-based SHOES-n-FEET<sup>®</sup> received recognition from New Balance for achieving exceptionally high rankings in its Procure Mystery Shopper Survey. Four of the top five highest ranking Procure dealers from across the country were SHOES-n-FEET<sup>®</sup> stores located throughout the greater Seattle area.

Procure is a New Balance initiative designed to deliver unprecedented footwear fitting services through training of New Balance dealers, such as SHOES-n-FEET<sup>®</sup>. Its objectives include education, preparation, guidance and support of those dealers.

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The primary purpose of the Mystery Shopping Survey was to gain baseline data regarding how well dealers, like SHOES-n-FEET<sup>®</sup>, were performing in delivering expert fit service. Currently, there are 535 Procure dealers across the country. These dealers are made up of New Balance concept stores, independent shoe stores and independent chains. SHOES-n-FEET<sup>®</sup> was scored on 18 different service criteria such as gait observation, inquiries about foot ailments, descriptions of features and functions of a variety of shoes and technical foot measuring techniques.

“We are excited and honored about this recognition.” said SHOES-n-FEET<sup>®</sup> Founder, Joe Bentveltzen. “SHOES-n-FEET<sup>®</sup> continues to focus on the highest level of customer service and proper fitting techniques through our training with podiatrists and other medical professionals. It lends to the unprecedented experience our customers have each time they come into a SHOES-n-FEET<sup>®</sup> store.”

**About SHOES-n-FEET<sup>®</sup>:** SHOES-n-FEET<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> is based in Washington State with franchise opportunities in 32 states.

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New locations are slated to open in California, Illinois 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.

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