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Focus on Customer Service Continues to Drive Growth for Specialty Shoe Store SHOES-n-FEET® Has Continued Growth for First Quarter

BELLEVUE, Washington- With the close of the first quarter, Bellevue based SHOES-n-FEET® identified the continued delivery of exceptional customer service as its primary focus for the remainder of the year. First quarter growth is expected to be in line with 2004 levels. SHOES-n-FEET® saw a 75% increase in sales in 2004.

Started in 1998 by Dutch immigrant, Joe Bentvelzen, SHOES-n-FEET® has established a strong market presence as a specialty shoe store that provides the highest level of customer service, an extensive shoe selection and unique partnerships with the medical community. The concept upon which SHOES-n-FEET® is built is unique for a shoe store. Bentvelzen recognized the need for a shoe store whose staff works closely with the medical community. SHOES-n-FEET® staff use that knowledge to educate SHOES-n-FEET® customers about foot structure and mechanics, as well as common foot problems that cause pain and the custom solutions available for those problems. The 'fitting process' often lasting up to 30 minutes, involves state of the art fitting techniques such as video gait observation. These practices, coupled with the knowledge offered by the staff, create an unprecedented level of service for SHOES-n-FEET® customers.

“Our focus on exceptional customer service through education and product selection provides a shoe purchasing experience that keeps our customers coming back for all of their footwear needs.”, says SHOES-n-FEET[®], Bentvelzen. “Our staff is trained and educated by medical professionals, such as podiatrists, physical therapists and pedorthists. This education becomes part of the interface that occurs between our staff and our customers.”

In a continuing effort to offer exceptional customer service, SHOES-n-FEET[®] has sponsored a number of upcoming events that will offer customers an opportunity to experience the expertise and knowledge of its staff. (<http://www.shoesnfeet.com/ce.htm>)

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[®] 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 Arizona, California, Colorado, Iowa, Ohio, Indiana and Washington. New locations are slated to open in California, 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.

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