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**ALEGRIA EXPANDS SPRING 10 COLLECTION INTO SEVEN DIFFERENT
PRODUCT CATEGORIES**

Brand grows rapidly from just a single clog introduction only 15 months ago

LOS ANGELES, CA. (Friday, July 31, 2009) – Alegria, known for both its happy, whimsical colors and unique patterns as well as for its body benefit features - will offer its largest collection to date for the Spring 10 season.

The new collection, to be launched this week at WSA in Las Vegas, is an expansion of the line first introduced just 15 months ago with just a single clog style - built on Alegria's patented Rocker Outsole.

For Spring 10, Alegria will offer footwear in seven different styles including sandals, thongs, clogs. What they all have in common is the brand's signature rocker bottom outsole and wide array of colors and patterns.

The Alegria brand promotes well-being and happiness from the outside-in. On the inside, Alegria's "Perfect Fit System" provides wearers with a custom fit every time they step into their shoes. On the outside, the brand offers a spectacular and unique blend of "collectable" colors and whimsical prints that inspires "happiness!"

The brand's "Secret Weapon" includes:

The "Perfect Fit Footbed System" – an anatomically correct patented interlocking footbed system with arch support that is loaded with latex, memory foam and cork to create a "perfect fit" every time by forming to the natural contours of the foot, giving each user their own customized fit available in medium and wide widths.

Lightweight Mild Rocker Outsole – Engineered to roll naturally, the rocker outsole induces a normal walking motion while naturally toning leg muscles. It also benefits users by promoting a perfect posture, reducing stress on muscles, joints and back, giving you energy all day long.

Removable Insole – The heavily padded footbed is removable and allows insertion of custom orthotics.

(more)

For the first time, Alegria will offer two sandal collections that are built on a lower platform but still offer all the body benefit features, colors and patterns that fans of the brand have come to expect from Alegria.



The new **Milano Collection**, a thong sandal accentuated with a buckle strap and offered in 10 different colors is being introduced alongside the Venice, a two strap sandal that is being offered in 12 different colors and patterns. Both are offered at \$89.95 MSRP.

Milano in Custard Crinkle

“Both of these new introductions enable us to reach that certain consumer that loves the Alegria look but wants the comfort and body benefits in a lower profile,” said Sheri Poe, Chief Marketing Executive Officer at Alegria.

The **Classic Collection**, priced at \$99.95 MSRP, remains a staple of the Alegria Spring 10 collection and is offered in new colors and patterns – including Black Snake, Team Green, Swirl Suede and Peace & Love to name just a few of the vibrant looks that make up the Classic Collection.



Classic Peace and Love in Black



Alegria has also added some unique interpretations of its Classic. The **Paloma** is a Mary Jane version of the Classic, available in similar colors it is priced at \$109.95.

Paloma in Floral

The **Seville**, a traditional clog like the Classic is accentuated with a buckle and strap and features a two-tone solid/pattern color combination available in five different fun color patterns like the butterfly, pictured left. Priced at \$109.95 MSRP.



Seville in Butterfly



The **Barcelona** features Alegria’s traditional rocker outsole in a range of patent leather colors and styles including butterfly patterns and snake skin styling.

Barcelona in Ocean Blue Snake

Rounding out the Spring 10 collection is the **Porto** Collection, a thong sandal with a removable footbed featuring stylish buttons the Porto is priced to retail at \$89.95.



Porto in Red Crinkle

Launched in Southern California in 2008 by Pepper Gate Footwear, a leading maker of therapeutic footwear, Alegria has become a place where happiness meets wellness. The brand’s “Color Therapy” uses colors and affordable fashion-forward styling to enhance your mood, while its unique Rocker Outsole delivers full-body benefits by minimizing stress on muscles, joints and backs for all day energy. To see what happy looks like please visit www.happylooklike.com

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