



NATIONAL  
**BREAST CANCER FOUNDATION**

FUNDING RESEARCH FOR PREVENTION AND CURE

FUNDRAISING SUPPORTER

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FOR IMMEDIATE RELEASE

**ALEGRIA SHOES JOINS THE FIGHT AGAINST BREAST CANCER**

*Announces partnership with National Breast Cancer Foundation, Inc.*

POMONA, CA. – (August 1, 2009) Alegria by PG Lite™, is partnering with the National Breast Cancer Foundation, Inc., to help save lives in the fight against breast cancer.

"Since my college days when I served as President of the Alpha Phi Gamma, Inc. sorority and actively volunteered at many breast cancer awareness events, this cause has become near and dear to my heart," said Vivian Lee, CFO of Alegria by PG Lite™. "I'm proud and delighted that Alegria shoes can get behind a foundation like NBCF where we can truly make a difference by helping to provide free mammograms for women in need and to promote early detection awareness education."

Alegria by PG Lite™ makes fun-fashionable footwear with body benefits that are targeted to active lifestyle consumers. The brand was introduced in March of 2008 and features a platform where fun fashion meets die-hard comfort while promoting wellness that delivers body benefits. The secret weapon? The Perfect Fit footbed system.

The Perfect Fit footbed has anatomically shaped footbeds that mimic the natural contours of the foot while providing support where it is most needed. Memory foam, latex and cork underlay the shoe to provide superior cushioning for years, not just days. The footbed is also removable to allow cleaning or the use of your own orthotic.

"We are thrilled to partner with Alegria by PG Lite and their promotion of health and wellness through The Classic Alegria Red Scribble," says Janelle Hail, Founder & CEO of NBCF. "This partnership allows us to fulfill our mission to save lives through early detection and to provide mammograms for those in need."

The Classic Alegria Red Scribble will be included in the partnership, with a donation of proceeds going to the NBCF.

*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 brands "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 HYPERLINK "<http://www.happylookslike.com>" [www.happylookslike.com](http://www.happylookslike.com)*

