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**FOR IMMEDIATE RELEASE**

**ALEGRIA NAMES INDUSTRY VETERAN SHERI POE TO LEAD BRAND  
MARKETING**

*Footwear maker offers "happy, fun styling" that delivers unique body benefits*

LOS ANGELES, CA. (July 28, 2009) - Alegria Shoes, maker of fun, fashionable footwear with feel-good features has appointed Sheri Poe to the position of Chief Marketing Executive Officer.

Poe, founder of Ryka athletic footwear and most recently CEO of MBT, brings to Alegria a wealth of expertise in the marketing and branding space with a heavy concentration on fashion and foot ware. Poe plans to leverage her expertise in building a brand that marries fashion with function.

"In just 15 months the team here has been able to build a collection that utilizes colors and styling that just make you feel really good from the inside out," said Poe. "But what really sets them apart is the superior body benefits they offer at an affordable price which in today's economy is a critical factor in all purchasing. Even more amazing is that they've been able to grow the brand at an incredible rate during such tough economic conditions. "

The collection ranges from \$89 to \$109, suggested retail.

"We're delighted to welcome Sheri to the Alegria team," said Johnny Chen, CEO of Pepper Gate Footwear, which owns the Alegria brand. "What we've found is that those who try the shoes on, like Sheri did, become instant fans of the brand and with Sheri's help we're looking forward to introducing the brand to more dealers – and consumers – across the country and world-wide."

*(more)*

Consumers will discover Alegria's wellness benefits includes a unique insole that forms to your foot - anatomically reducing stress and pressure on muscles, joints and back - while also toning muscles and helping to generate energy all day long. At the same time, whimsical prints and an array of "collectible" colors distinguish the brand as fun, making people feel happy. The brands "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.

**Mild Rocker Outsole** – Engineered to roll naturally reducing heel and central metatarsal pressure, Alegria's lightweight rocker outsole also encourages proper posture and normal gait.

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

After launching in the US the brand has added distribution in Canada, Israel, Croatia and Australia and is now opening up Austria, France, UK, Singapore and Japan.

*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.happylooklike.com" [www.happylooklike.com](http://www.happylooklike.com)*

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