



FOR IMMEDIATE RELEASE

**AUSSIE DOGS ORIGINAL SHEEPSKIN FOOTWEAR HIRES NEW LEADERSHIP
NAMING DIRECTOR OF GLOBAL SALES AND MARKETING**

- Company Planning to Expand Global Outreach -

LOS ANGELES (January 12, 2011) – Aussie Dogs, a premier sheepskin fashion footwear manufacturer, recently announced a change in corporate leadership, marking a change in creative direction for the company. Julie Marconi has been named the new Director of Global Sales and Marketing. Marconi brings with her 11 years of industry experience and has an established reputation managing new business development, advertising and event promotions, making her a well-rounded candidate for Aussie Dogs creative expansion.

"Aussie Dogs has supported a loyal consumer base for over twenty years both here in the United States and abroad," said Chris Watt, President of Aussie Dogs. "With Julie's established reputation for proven sales and marketing outreach, we are looking forward to further expanding our global sales market. In addition, Julie's creative concepts have been incorporated into our 2011 product line-up in order to remain a leader of the changing trends in today's fashion world."

Aussie Dogs currently has a system of sales representatives managing territories across the country and large network ~~of an~~ independent retailers both domestically and internationally. As the Director of Global Sales and Marketing, Marconi has plans to diversify sales outreach, evaluate new business opportunities and provide a more extensive line-up of fashion forward footwear options to meet the needs of the growing association of retailers.

"I couldn't be more excited to be joining Aussie Dogs, as I have been a personal fan of their footwear for years," said Marconi. "With a new foundational domestic and international sales plan for 2011, I foresee endless expansion opportunities for the company. I have begun working closely with the team at Aussie Dogs to best implement a brand-loyal sales program to compliment both their superior quality craftsmanship and the new direction of fashion footwear."

About Aussie Dogs:

Aussie Dogs delivers affordable high-end fashion footwear. While starting out 21 years ago with the original sheepskin boot, Aussie Dogs has enriched their brand to include fashion boots and clogs. Aussie Dogs is a premier brand and uses the highest quality materials, exceptional craftsmanship and intelligent design to create a luxurious product in both look and feel. To learn more, visit www.aussie-dogs.com.

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