



FOR IMMEDIATE RELEASE

AUSSIE DOGS ORIGINAL SHEEPSKIN FOOTWEAR LAUNCHES ENVIRONMENTALLY FRIENDLY OPTION FOR THE FASHION CONSCIOUS

- Premium Sheepskin Footwear Brand Announces All New "Aussie Girl" Product Line -

LOS ANGELES (January 20, 2011) – Aussie Dogs, a premier sheepskin fashion footwear manufacturer, is excited to announce a new product line, Aussie Girl. To build on the company's recent announcement of a massive, million dollar restructuring and creative rebranding campaign, Aussie Dogs Original Sheepskin Footwear now has some serious competition of its own making. The Aussie Girl line will include over 32 footwear options, featuring an assortment of high-fashion embellishments within an affordable retail price range of \$29 - \$89. This new line is the fashion-forward footwear choice for the environmentally conscious shopper.

Aussie Girl is a new product line that will use environmentally friendly materials, trading in the traditional sheepskin. The Aussie Girl line will feature a wide variety of fashionable footwear options, including an assortment of belts, buckles, decorative inlays, and other embellishments. Aussie Dogs Original Sheepskin Footwear will continue to manufacturer is very popular product line-up of fashion boots, shoes, clogs and slippers for both men and women.

"With Aussie Girl, we are meeting consumer demand for high-fashion, yet environmentally friendly products," said Julie Marconi, Director of Global Sales and Marketing. "This new brand is the platform for our corporate creative rebranding. With Aussie Girl, we now make a product that is more accessible to consumers by offering it at a more affordable price-point. By building upon the foundations that make the Aussie Dogs brand so popular, we will continue to use the highest quality materials, superior construction and creative design to create Aussie Girl."

Aussie Girl, a division of Aussie Dogs Original Sheepskin Footwear, is a new footwear line with a fashion-forward focus. Offering an environmentally friendly option, Aussie Girl uses the highest-quality alternatives to the natural sheepskin featured in Aussie Dogs Original Sheepskin Footwear. Continuing Aussie Dogs's dedication to building excellent footwear, all Aussie Girl products will be subject to the same top-quality standards.

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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