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**CORPORATE RESTRUCTURING FOR AUSSIE DOGS ORIGINAL SHEEPSKIN FOOTWEAR
FEATURES MILLION DOLLAR REBRANDING CAMPAIGN**

- Massive Rebranding Efforts Redefine Company's Creative Initiatives -

LOS ANGELES (January 18, 2011) – Aussie Dogs, a premier sheepskin fashion footwear manufacturer, has exciting resolutions for 2011. The company today announced a corporate rebranding plan that will redefine sales structures, outline future corporate expansion and culminate with a creative rebranding for the company. These efforts will extend to new product and accessory lines and targeted online and social media campaigns, showcasing the new creative program. As the first impression for the company's online sales efforts, a website redesign will support the rebranding initiative to create a more classically comfortable look and feel for the Aussie Dogs brand.

The original sheepskin boot is the foundation of Aussie Dogs and truly emphasizes the company's goal as a footwear manufacturer – to design all footwear to maximize comfort, an effort they remain loyal to. With the recent hiring of Julie Marconi as the Director of Global Sales and Marketing, Aussie Dogs has already begun its corporate shake-up. Marconi has utilized creative design power, restructured the company's sales platform and identified DRIVEN Public Relations to lead the creative brand management process.

"Aussie Dogs is a tried and true brand in that we have been producing top-notch quality sheepskin boots for twenty-one years," said Julie Marconi, Director of Global Sales and Marketing for Aussie Dogs. "Moving forward, we want to expand our marketshare in the footwear industry, building upon our established reputation as a high-quality footwear manufacturer. We feel that our new product lines have surpassed our previous brand image and we want to stay current in the ever changing world of fashion footwear. Like all fast-growing companies, we are restructuring to meet our own demands."

Despite an array of creative changes happening at Aussie Dogs, the company remains dedicated to quality and customer service as each Aussie Dogs shoe is personally hand-inspected before shipment. All of the brand's fashion footwear is built to last, utilizing double over-locking stitching, a reinforced toe piece, cupped heel for fit and support and removable and replaceable sheepskin innersoles. All Aussie Dogs boots offer a lasted toe, to fit immediately, with no break-in period.

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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