

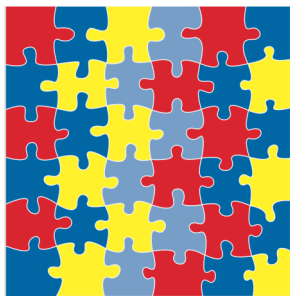


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INSPIRE KNOWLEDGE: CAPE CLOGS' 'PUZZLE PIECE' CLOG TO RAISE AWARENESS FOR AUTISM

Sales from the Autism Clog to Benefit the Doug Flutie Jr. Foundation for Autism

BOURNE, MASSACHUSETTS, February 2009 – **Cape Clogs** is proud to announce the *One Step at a Time Campaign for Autism Awareness* driven by its new Puzzle Piece clog. With the purchase of each Puzzle Piece clog, a portion of sales are directed to the Doug Flutie Jr. Foundation for Autism, an organization whose primary goal is to promote awareness and support families affected by autism spectrum disorders. It's committed to funding organizations that provide direct services, family support grants, education, advocacy and recreational opportunities with the purpose of improving the quality of life for individuals with autism and their families. The Puzzle Piece clog is one in a series of cause-related product launches from Cape Clogs.



"I feel strongly about promoting the awareness of autism and the challenges that affect children. My sister was a special needs teacher and through her I have learned of the many misconceptions that the public holds with autistic children," said Pamela J. Irving, founder of Cape Clogs. "There needs to be more efforts to educate. Working with the Doug Flutie Jr. Foundation for Autism, Cape Clogs can be apart of the solution."

The Puzzle Piece clog is made of real genuine leather and adorned with the universally recognized puzzle piece symbol in an inter-locked multi-colored pattern of light blue, dark blue, red and yellow. Cape Clogs feature an Alder wood sole and have non-skid bottoms. The comfortable clog is lightweight, orthopaedic and good for posture.

The Puzzle Piece clog is available in women sizes 5 to 11 for \$85 and children sizes 6-3 for \$40 MSRP. Ten percent of total sales will be directed to the Doug Flutie Jr. Foundation for Autism. The Puzzle Piece clog is available for fundraising opportunities at wholesale costs.

For more information on One Step at a Time Campaign for Autism Awareness, visit www.capeclogs.com/autism. Images and product samples are available.

About Cape Clogs: Cape Clogs is a leading privately held designer, distributor and marketer of fashion forward Swedish clogs that exude personality and youthful energy with vivid signature prints. Based on Cape Cod, Massachusetts, Cape Clogs offers a wide range of clogs for men, women and children in the work and lifestyles categories. It has established sales distribution in traditional footwear channels, including independent boutiques, uniform suppliers, sporting goods stores, and other retail catalog and website partners. Cape Clogs has an exclusive partnership with Torpatofflen AB, a sixth-generation traditional clog manufacturer located in Småland, Sweden. For a full product catalog or purchasing, visit www.capeclogs.com.

About The Doug Flutie, Jr. Foundation for Autism: The Doug Flutie, Jr. Foundation for Autism, Inc. was established in 1998 by Doug Flutie and his wife, Laurie, in honor of their 16 year old son, Doug, Jr. who was diagnosed with autism at the age of three. Autism is a

neurological disorder that impacts the normal development of the brain in the areas of social interaction and communication skills. Autism now affects one in one hundred and fifty children in the United States, and the numbers diagnosed continue to dramatically climb.

The goals of the Foundation are to provide support for financially disadvantaged families who need assistance in caring for their children with autism through educational services and equipment. The Foundation also funds research and education into the causes and consequences of childhood autism and serves as a communications center for new programs and services developed for children with autism. For more information on The Doug Flutie, Jr. Foundation for Autism, please contact Lisa Borges at 508-270-8855 or Karen Pevenstein of ECG at 781-449-3244, or visit www.dougflutiejrfoundation.org

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