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CAPE CLOGS EXPANDS BRAND APPEAL WITH NEW COLLECTION: THE PICA PICA HIGH HEEL

Comfortable and Vivid Colored Swedish Clogs Distributed in 400 Retailers Nationwide

BOURNE, MASSACHUSETTS, February 2009 – In time for warm weather styles, Cape Clogs™ launches the PICA PICA collection, a new line of contemporary and sophisticated footwear that incorporates its Swedish brand heritage and features three high heel styles on a natural block heel.

“Cape Clogs’ growth over the last two years has demonstrated that consumers love the feel and comfort of our funky styled clogs. PICA PICA is an upscale line for women that desire a classy look, but yearn for the orthopedic and comfort benefits of Cape Clogs.” said Founder Pamela Irving. “We expect that the new collection will not only appeal to consumers who have grown to love the brand, but will also capture young buyers looking for fun and playful footwear.”

PICA PICA High-Heel and Strap – Jet Black with a genuine leather upper, this PICA PICA style has an open toe, block heel of 2.5 inches, a strap around the heel and a non slip sole. Adding delight, the style is available with either a cheerful red or yellow flower embellishment. Cape Clogs’ insoles are made of Swedish Alder wood that provides both stability and comfort.

For women sizes 5-11; With a strap MSRP \$99.00.



PICA PICA High-Heel and Strapless – Cape Clogs’ first platform, this strapless open toe style has a Jet Black genuine leather upper on a natural Alder wood block heel of 2.5 inches. A warm orange flower embellishment adds personality. *For women sizes 5-11; No Strap MSRP \$90.00.*

PICA PICA “Bohemian” – Available only in Tan, the third high heel style is strapless and displays a fancy die cut flower petal pattern on top of a high quality full-grain genuine leather upper. The Bohemian offers comfort and elegance on a natural Alder wood foot base of 2.5 inches for a solid stance.

For women sizes 5-11; MSRP \$90.



Unique Aspects of Cape Clogs:

- **Individuality:** Every shoe is handmade so no two clogs are alike.
- **Inspiration:** Designs are motivated by the founder’s casual lifestyle on Cape Cod.
- **Comfort:** Made from Alder wood from Northern Europe and of genuine real leather – thus breathable and comfortable.
- **Lightweight:** Soles are rubber and its footwear is lightweight, less than three pounds.
- **Availability:** Sold at 400 retailers across the U.S. and at www.capeclogs.com.
- **Celebrities:** Worn by Brooke Shields, Meredith Viera, Gayle King and Whoopi Goldberg.

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 in 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.

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