

For details, contact:

Leigh Woeller
Good Feet Worldwide, LLC 760-804-0751 x221 (Pacific time zone)
leigh@goodfeet.com

NEWS RELEASE

**THE GOOD FEET STORE EXTENDS ENDORSEMENT RELATIONSHIP WITH PRO FOOTBALL AND
DANCING CHAMPION EMMITT SMITH**

*NFL Star Known for His Footwork on Both the Playing Field and Dance Floor
Extends Relationship with Good Feet*

Carlsbad, Calif., November 9, 2009: The Good Feet Store, an international manufacturer and retailer of custom-fitted arch supports, announced today that it extended its endorsement agreement with Emmitt Smith for an additional two years. For the past four years, Smith has successfully starred in Good Feet's national advertising campaigns which include television and radio commercials, in-store marketing materials and in-store signage. The campaign has revolved around Smith's own success story as a Good Feet Arch Support Wearer.

Smith, who is represented by Octagon, is the NFL's All-Time leading rusher, a three-time Super Bowl Champion and earned both NFL and Super Bowl MVP honors during his 15-year career. Many have called him the greatest football player to ever play the game. Recently, Smith made headlines off the sports pages when he dazzled millions of fans with his fancy footwork and was voted to the top spot on the hit ABC series Dancing with the Stars. Smith is expected to be unanimously inducted to the Pro Football Hall of Fame in August 2010.

Good Feet executives met Smith after Smith's Dancing victory, where he frequently complained of foot pain due to long hours of rehearsals and tight fitting shoes that didn't provide proper support. Good Feet's corporate team reached out to Smith's managers, and a short time later, Smith was personally fit for the arch supports at his home in Dallas. The rest, as they say, is history.

Said Emmitt Smith about his relationship with Good Feet: "I am excited to continue a strong relationship with Good Feet, a company that I have come to rely on for my own foot comfort needs," said Smith. "While I may have retired from football, I still maintain an active lifestyle that requires me to be on my feet daily. No matter where I go or what shoes I am wearing, Good Feet is always with me and it's made a difference in my life."

Emmitt's not alone. An estimated 87 percent of the population suffers from some sort of foot-related problem. Good Feet Arch Supports are specifically designed to put the foot in its most ideal position, shifting weight off of stressed areas to relieve pain and pressure in the feet, knees, hips and back. Unlike supports sold off-the-rack through major retailers like drug stores, Good Feet supports are personally fitted to ensure maximum results. By taking each customer through a personal biomechanical balancing and foot-printing process, arch supports and cushions are personally fit to each customer's needs and lifestyle.

"We chose to extend our relationship with Emmitt because after really getting to know him, we have found him to be incredibly genuine and a vocal advocate for the benefits of Good Feet Arch Supports," said Leigh Woeller, Director of Marketing for Good Feet. "He's charming, humble and appealing to most everyone. One of the judges on Dancing With the Stars was quoted as saying "Women want to dance with him and men want to be him." His likeability factor is amazing, and we love having a partnership with someone as extraordinary as Emmitt."

"When we first met Emmitt, he was wearing custom orthotics in his athletic shoes," added Woeller. "Now he wears Good Feet supports in all of his shoes and he swears by them. Emmitt is enjoying his active lifestyle with pain-free feet, and we've found ourselves an endorser who really loves the products. It's been a match made in heaven."

The Good Feet Store is an international retailer of personally fitted, pre-fabricated arch supports with franchises located throughout the United States (and Puerto Rico), Canada and Korea. For more information or to learn about franchise opportunities call 800-509-4535 or visit goodfeet.com.

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