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NEWS RELEASE

The Good Feet Stores Announce Holiday Charity Partnership with Soles4Souls

The Good Feet Stores Will Donate 5% of Net Proceeds from corporate Gift Card Sales to international Shoe Charity

Carlsbad, Calif.: **The Good Feet Store** (www.goodfeet.com) an international manufacturer and retailer of custom-fitted arch supports, announced today that it has partnered with international shoe charity organization **Soles4Souls** (soles4souls.org) for a holiday fund drive to provide shoes to people in need .

Smith is Pro Football's All-Time leading rusher and a three-time World Champion who will be eligible for the Pro Football Hall of Fame in 2010. Many have called him one of the greatest football players to ever play the game. Several years ago, 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 a hit Dancing reality series. Currently, Smith lives in Dallas, TX with his wife and four children and serves as Majority Partner and Co-Chairman of ESmith Legacy, Inc., a Dallas-based commercial real estate firm.

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. While I may have retired from football, I still maintain an active lifestyle centered around my business and family that requires me to be on my feet daily. No matter where I go or what shoes I wear, 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 the TV show was quoted as saying "Women want to dance with him and men want to be him." His likeability factor is amazing. 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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