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(VERONA, WISCONSIN)- Le Dame Footwear is proud to announce that its signature line of shoes will be featured on the new Logo reality show “RuPaul’s Drag U,” premiering Monday July 19th at 9/8 C. This version of a make-over show has a fun twist. Popular drag queens from “RuPaul’s Drag Race” take ordinary women under their angelic wings to mentor them and transform them into sensational, show-stopping glamorous divas!

The core of the show, according to RuPaul is taking “women from the middle of America who have basically given up on themselves and give them a makeover from the inside out.”

Le Dame Footwear founder Bernie J. Fatla said, “We were very excited when we were contacted by the producers of ‘RuPaul’s Drag U’ to provide the complete line of shoes for this new and exciting show. To be able to partner with both the ‘RuPaul’s Drag Race’ and now ‘RuPaul’s Drag U’ is truly a great opportunity to expose our brand to a wider audience. The ability to provide fashionable, comfortable shoes for both our target audience: the drag queen/ cross-dresser/transgender consumer, as well as the female customer that has a larger foot and has difficulty finding shoes that are stylish, sophisticated and sexy, is great. At the end of the day, who doesn’t want to feel sexy? Shoes can make the man or the woman. We look forward to a long and mutually beneficial relationship with RuPaul’s team.”

ABOUT LOGO:

Logo is the world’s leading ad-supported cable, satellite, online, mobile and digital entertainment network from MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B) for gays and lesbians, their families and friends. Launched in 2005, Logo’s cable channel is in more than 46 million homes across the United States and is complemented by a federation of online properties, including LogoTV.com, TripOutGayTravel.com, AfterEllen.com, AfterElton.com, 365Gay.com, DowneLink.com and NewNowNext.com. Logo’s content is distributed across all leading download-to-own, streaming and mobile services. The most influential brand for the most influential audience, Logo provides a mix of original and acquired entertainment as well as news, social networking and community building that are authentic, smart, fun, entertaining, and inclusive. Logo joins MTV Networks’ roster of popular and highly targeted brands which include MTV, Comedy Central, VH1 and Spike TV.

Inquires to Le Dame can be made to info@ledame.com or 877-365-9147