



July 8, 2009

(VERONA, WISCONSIN) – Le Dame Footwear is pleased to announce that Ann West has joined the company as Director of Sales, bringing with her over 20 years of footwear experience in the large size fashion footwear market. Bernie Fatla, president of Le Dame Footwear, says, “Ann’s knowledge and commitment to this market make her a tremendous asset for us.” Ann will be showing Le Dame’s full line of feminine styled footwear in large men’s sizes at the WSA Show in Las Vegas, booth 16135 July 31st thru August 2nd.

Le Dame Footwear is also pleased to announce they have been nominated for the first annual “O” awards by the AVN Media Network, in conjunction with AVN Novelty Business, for Outstanding Apparel or Accessory Line. The “O” awards were created to honor outstanding achievements in the pleasure product industry. The awards will be announced July 14 at the Sheraton Universal Hotel in Los Angeles.

Le Dame Footwear also has been nominated in the Accessory Manufacture of the Year category for a 2009 Storerotica Award announced by Storerotica Magazine. The Storerotica Awards honor the best in the erotic retail industry. Winners will be announced September 21st in Las Vegas during the International Lingerie Fashion Show at the Rio Hotel and Casino.