



February 15, 2010

**LE DAME FOOTWEAR FEATURED ON RU PAUL'S "DRAG RACE"**



(VERONA, WISCONSIN) – Le Dame Footwear is proud to announce that its signature line of shoes will be featured on the second season of “Ru Paul’s Drag Race” starring RuPaul. Season two of the hit show premiered on February 1<sup>st</sup>, 2010 on Logo. New episodes are Monday nights at 9/8C and footwear from the Le Dame line will be highlighted in the March 29<sup>th</sup> episode.

Le Dame Footwear founder Bernie J. Fatla said, “We are excited to partner with a show as entertaining and important as ‘Drag Race’. As the only shoe company in America producing and marketing feminine styled footwear in men’s sizes, this partnership helps us reach a huge number of cross dressing, transgender and drag queen consumers. We look forward to a long and mutually beneficial relationship with the show.”

Logo is the world’s leading ad-supported cable, satellite, online, mobile and digital entertainment gay and lesbian-themed network, from MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B). 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, TripOut GayTravel.com, AfterEllen.com, AfterElton.com, 365gay.com, Downelink.com and NewNowNext.com.

To view the complete line of footwear from Le Dame, visit [www.ledame.com](http://www.ledame.com) or visit Le Dame Footwear at the International Lingerie Show in Las Vegas, April 10-12. Inquires can be directed to [info@ledame.com](mailto:info@ledame.com) or 877-365-9147