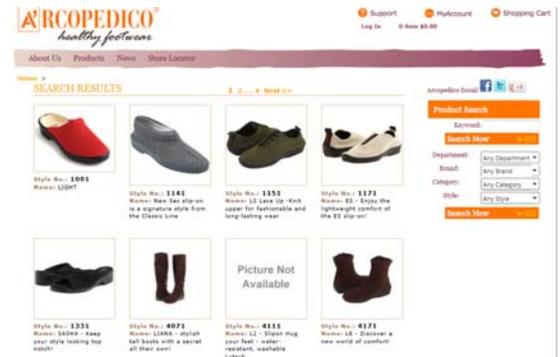


## FOR IMMEDIATE RELEASE

### **Arcopédico Comfort Shoes Launches New Lifestyle Website** *Improved Interface, Aesthetics and Buyer Information Increase Consumer Access*

SPARKS, NV (October 30, 2012) – [Arcopédico](http://Arcopedico.com), the longtime Portuguese manufacturer of handmade, patented twin-arch women’s comfort shoes, recently launched a new website giving foot-health fans convenient access to company information, images and details on shoe styles, and more.

The website features: an in-depth explanation of the company’s history of making quality shoes; images and descriptions of all shoe styles, from ballerina flats to boots; detailed information on signature product features, such as the patented twin-arch design, and proprietary materials, such as the machine washable Lytech and antimicrobial Sansmell; buyer resources regarding sizing and shipping; and a convenient store locator pointing customers to the hundreds of brick-and-mortar independent shoe stores across the U.S. carrying Arcopédico.



Designed by Spark Factor marketing agency, the site boasts bright imagery and easy-to-use search tools that enable consumers to have a pleasant and smooth window-shopping experience.

The website’s reconstruction coincides with the company’s new social media campaign which consists of a Facebook page posting regular updates and offers for fans.

“The new integrated online presence aims to help us inform and connect with our customers in a more meaningful way, and to provide improved access to the company,” says General Manager Dan Simas. “The features of the new site help to provide details about the quality and availability of our products, while we will use social media to respond to any questions and to keep loyal wearers up-to-date on new styles, retailers and more.”

[Arcopédico](http://Arcopedico.com) shoes can be purchased at independent shoe stores throughout the U.S. Simco Imported Shoes, Inc. is the sole U.S. distributor of **Arcopédico** shoes. Arcopédico is located at 1480 Kleppe Lane, Sparks, NV 89431. For more information, contact the company at (775) 322-0492, or visit <http://ArcopedicoUSA.com>. Editors seeking more information, images, or media samples may contact Chelsea at [Chelsea@thepressroom.com](mailto:Chelsea@thepressroom.com) or (805) 773-1000.