

FOR IMMEDIATE RELEASE

## **Heel Skinz, LLP Announces New Product Launch Reception**

Launch Reception for Heelskinz™ High Heel Shoe Protector

DALLAS, Texas, November 17, 2008 – Heel Skinz, LLP and The Dallas/Fort Worth chapter of the *National Black MBA Association, Inc.* are hosting a New Product Launch Reception and Holiday Happy Hour with Vendor Fair on Thursday, December 11, 2008 from 6:30pm to 10:00pm at the Magnolia Hotel at 1401 Commerce Street, Dallas, Texas 75201. The public is invited and admission is free. Simply RSVP to [mail@dfwmbas.org](mailto:mail@dfwmbas.org).

This event shows the National Black MBA Association's commitment to supporting local entrepreneurs. Guests will be able to meet entrepreneurs from Heel Skinz, LLP and see and learn about their new product, Heelskinz™. They will also be able to enjoy food, networking, festive music, door prizes, and a cash bar. In addition, they can shop with and get information from a variety of vendors selling items for men and women for convenient holiday shopping. Guests can also bid on some wonderful silent auction items.

### About Heelskinz™

Heelskinz™ High Heel Shoe Protector is a unique product for the WOMENS SHOE industry. The shoe accessory will help to solve a costly problem where the backs and heels of women's shoes are damaged as they rub against carpet and floor mats while driving a vehicle. Based on the amount of money women spend on shoes, it is logical that they will want to protect their shoes.

As stated in *Globe Magazine* (Nov. 2006), "Women alone spent \$18.3 billion on fashion footwear over the past year, up from \$15.6 billion two years ago, according to the NPD Group, a market research firm in Port Washington, N.Y. That amounts to roughly 884 million pairs of women's shoes, according to trade group American Apparel and Footwear Association." Sales figures like these help to substantiate Heelskinz CEO, Terri Andrews' beliefs. She says, "I am not alone when I say that I love shoes! It is that love of shoes that compelled me to develop a product to protect my shoes while still maintaining my sense of fashion. I believe that many other women feel this way, so our marketing should be successful in the wholesale, retail and Internet markets."

Heelskinz™ is a removable, durable, stretchable fabric that covers the back of the shoe and heel like a skin. It easily slips on and off women's pumps and boots that have stiletto or wide heels to protect them from the elements: dirt, salt, and chemicals. One of the most desirable features of the shoe accessory is that it is not only functional, but also fashionable. It is currently offered in four colors and three sizes to fit all. It comes packaged with an elegant pouch so that owners can keep a Heelskinz™ handy in their purse or glove box. For fashion-conscious women, the shoe accessory is attractive enough that owners need not hurry removing it before exiting a vehicle. The shoe protector comes standard with decorative Swarovski crystals around the ankle band, and for an extra fee, a design can be chosen from an assortment and added to the back of the Heelskinz™ for a customized look.

About the *National Black MBA Association, Inc.*

The *National Black MBA Association* is an organization that strives to lead in the creation of economic and intellectual wealth for Blacks. They are committed to their mission of increasing the number as well as the diversity of successful Blacks in the business community by providing innovative programs to stimulate their intellectual and economic wealth for the African American community; building partnerships with key stakeholders who help facilitate growth; increasing awareness and facilitating access to graduate management education, programs and career opportunities in management fields; and developing the pipeline of youth by providing a framework to deploy business practices.

About Heel Skinz, LLP

Heel Skinz, LLP manages the Heelskinz™ brand. The CEO, Terri Andrews, is developer of the innovative product. She and partner, Michele McGill are marketing the shoe accessory. Their products are American made (Texas).

The patent for Heelskinz™ is pending.

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