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Introducing, **U*neaks** Customizable Footwear for Children.

Imagine. Create. Express. A holiday gift that's both fun and practical.

48 unique themes plus Alex, Marty, Melman, and Gloria from Madagascar: Escape 2 Africa.

SOMERSET, NEW JERSEY (October 21, 2008) – Ingenuity Express Corp. of Somerset, New Jersey introduces U*neaks brand customizable footwear for kids pre-school through elementary age. U*neaks patented customizable footwear are sneaker style shoes with side clear panel windows and specially designed socks that allow kids to continuously customize their shoes by simply changing their socks. Pair the shoes with any of U*neaks' double-sided decorated socks for footwear that's fun and chock full of personality.

With a market launch of nine styles of shoes (sizes 8 through 3) and over 29 styles of socks, boys and girls will find something for every mood, outfit, and day of the week. The footwear concept was developed by company founders Steve Braynock and Jeff Gabriele, company CEO, and included a collaboration with the Fashion Institute of Technology in Manhattan, New York.

"Our product range is designed to meet the varied fashion desires of the younger set," says Gabriele. "U*neaks allow a child to express themselves and their style through the footwear combinations they choose. Best of all, it's simple to do." The shoes range from Velcro versions for preschoolers to cross training, fusion and hip lace-up skater styles for the older set. All shoes are high-quality construction including full grain leathers, breathable mesh, and custom comfort cushioning.

Collectible sock prints for customizing include: candy, flowers, rainbows, hearts, safari, dinosaurs, flames, sports, camo, graffiti, checkered flags and more. Each pair of ultra soft seamless socks offers two different prints. Also In-stores by October 25th will be the launch of Madagascar: Escape 2 Africa licensed sock styles just in time for the November 7th theatrical release of the highly anticipated DreamWorks Animation film.

The sneaker-sock systems range from \$34.99 - \$39.99 USD for the shoes and \$4.99 to \$5.99 for each pair of two sided socks.

U*neaks are available on the web at www.uneaks.com or at any of the fine retailers listed on the web site. Check with your local retailer for special promotions.

*U*neaks customizable footwear are a product of Ingenuity Express Corp. in Somerset, New Jersey. Contact the company via email at customerservice@uneaks.com or by calling 201-882-0191.*

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