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ATLANTA LAUNCH OF KIGO FOOTWEAR REPRESENTS INNOVATION IN FOOTWEAR MARKET

Fold-Close Design & Lightweight Materials Form Fully Portable Shoe

January 13, 2009, Atlanta, GA -- A new year always marks change. The launch of kigo footwear (www.kigofootwear.com) means a fresh face and completely new expectations of what shoes can do. Kigo footwear has made comfortable, stylish shoes totally portable through the use of a unique fold-close design and lightweight eco-friendly materials. In January, kigo footwear offers its shoes exclusively to Atlanta shoppers, before expanding to other markets later in 2009.

The company, co-founded by a team of mother, daughter-in-law and friend, initially set out to create portable, sturdy and stylish shoes. The seed for kigo footwear was planted when CEO Jan Kuramoto finished a day of skiing and wanted to enjoy the mountain on foot, but had no shoes with her. She presented the idea to Rachelle Kuramoto and Kristin Parker, who shared her love of activity and cool shoes, and the company was born.

"Kigo represents real innovation," said Jan Kuramoto. "We are dedicated to making every activity more comfortable, stylish and fun. And the dynamic environment in Atlanta makes it a perfect market for introducing kigo."

Through a patent-pending hook-and-hole structure in the toe and heel, and a flexible mid-sole, each kigo shoe folds, hooks and stays closed to the size of a glove. Though the initial goal was to produce a portable shoe, the development process highlighted the importance of implementing eco-friendly elements into the design. Consequently, each kigo is constructed largely of recycled elements. And unlike much eco-friendly apparel, which puts a high cost on responsibility, kigos are a comparatively affordable \$50.

About kigo footwear

Kigo footwear is the innovator of completely portable footwear. Kigo is dedicated to providing comfortable, stylish shoes that go everywhere. The shoes feature a unique fold-close design and highly compressible materials, so they can stow as easily as a glove. Quality materials carefully selected to meet varying conditions and environments mean that kigo shoes are as comfortable as a slipper yet as sturdy as an athletic shoe. And kigo is as committed to the beauty of the world as we are to the beauty of our product, so kigo shoes and packaging are made with recycled and eco-friendly materials. For more information, visit www.kigofootwear.com.

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