



For Immediate Release

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shuzsociety™ Accepting Reservations for Exclusive Italian Shoe Tour

Eight-day "Made in Italy" trip set for October to include shoe history tours and shopping in Florence, Venice and Milan

(Dallas, TX) – June 18, 2008 – **shuzsociety™**—the online magazine, shopping source and network for all things shoes—announces it is accepting reservations for its eight-day "Made in Italy" exclusive tour set for October 12-20, 2008. Attendees will have unique opportunities to see where luxury footwear fashion began with shoe history tours and shopping in Florence, Venice and Milan.

The tour includes exclusive member-only activities such as a private tour of Salvatore Ferragamo's Palazzo Feroni and famous museum that showcases decades of the world's most luxurious Italian footwear. A visit to the prestigious Rossimoda Museum, Centro Calzature Rossimoda, followed by a shopping opportunity at their factory shoe outlet for Christian Lacroix, Givenchy, Emilio Pucci and others is scheduled as well as a chocolate and champagne reception with Cesare Casadei of Casadei.

"When creating **shuzsociety**, we envisioned a community where serious shoe lovers could connect with other members around the world and have unparalleled access to the latest trends, designers and industry news," said Joni Marshall Floyd, co-founder of **shuzsociety**. "The 'Made in Italy' trip is a great way to celebrate our love for footwear fashion, to bring together 'sole' sisters, and to visit some of the industry's most renowned designers."

The following is a sneak-peek of the trip's scheduled activities:

October 12 – 14 Florence, Italy

- Welcome reception at Lungarno Suites by Ferragamo
- Private shopping at Ferragamo store, with special discount
- VIP cocktails at Palazzo Magnani Feroni
- Meet and shop with designer Stefano Ferragamo of Caligarius

October 15 – 16 Venice, Italy

- Visit to the Villa Foscari-Rossi and Rossimoda's Museum Centro Calzature Rossimoda followed by a shopping expedition to their factory shoe outlet
- Private boat transfer to Savoia e Jolanda Hotel, near St. Mark's Square

October 17 – 20 Milan, Italy

- Accommodations at the stylish Nhow Hotel
- Reception at Casadei where all shoes purchased will be signed by Cesare Casadei
- Meet and mingle with famous shoe designers Luciano Padovan and Claudio Merazzi

- First Class train-ride through the Italian countryside
- Boat ride through famous Lake Como, Bellagio, and visit their exquisite silk houses
- Exclusive designer shopping excursions on Villa Montenapoleone

Space is limited and open to “obsessed” **shuzsociety** members only. To become an “obsessed” member, simply visit **shuzsociety.com** and join. For \$20 per month, members receive an array of perks and exclusives. Membership benefits include:

- Discounts on designer shoes through select premier designer partners
- Pre-order privileges on limited-edition shoe and handbag styles
- Sample footcare and footwear products from select premier retail partners
- Invitations to exclusive **shuzsociety** trips, including our “Made in Italy” Tour
- VIP invitations to shoe-related events throughout the year

Additionally, “obsessed” members receive all of the benefits of the free “hooked” membership. “hooked” members enjoy the following:

- Eligibility to win the weekly “fab friday” designer shoe giveaway
- View **shuzsociety**’s exclusive designer interview videos
- Vote on, and purchase, the “shoe of the day”
- Click on any shoe image to purchase, learn about designer and add to virtual closet
- Participate in polls, surveys and forums
- Post shoe-related blogs, videos and pictures
- Enjoy monthly **shuzscopes** -- a sole-inspired horoscope
- Receive weekly **shuzsociety** email updates

“We know how passionate our members are about shoes, and we look forward to feeding our ‘sole’ addiction in Italy,” said Cindy Marshall, co-founder of **shuzsociety**. “From the exclusive opportunities to meet designers, to the unparalleled shopping tour, attendees of the “Made in Italy” trip will certainly not be disappointed!”

For more information about **shuzsociety**’s “Made in Italy” trip, its membership opportunities and more, please visit www.shuzsociety.com.

About shuzsociety

A unique online magazine, shopping source and social network for shoe lovers, **shuzsociety**™ was created in 2007 as the online resource and community for the shoe-obsessed. Featuring exclusive trade and consumer memberships with enticing perks, contests, events and shopping directories, the online community fosters relationships with designers and other affiliates to offer its members and guests around the world unparalleled access to the latest trends, designs and industry news and, of course, the ability to shop for fabulous shoes. A privately held company, **shuzsociety** has offices in Dallas, TX; Tulsa, OK; New York, NY and Las Vegas, NV. For more information, please visit www.shuzsociety.com.

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