



## shuzsociety™ Fact Sheet

<b>Background</b>	A unique online magazine, shopping source and social network for shoe lovers, <b>shuzsociety</b> was created in 2007 to enable commerce and aggregate content as the online resource and community for the shoe-obsessed. Featuring a free membership 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, <b>shuzsociety</b> has offices in Dallas, TX; Tulsa, OK; and New York, NY.
<b>Fun Features</b>	<ul style="list-style-type: none"><li>▪ “fab friday” Designer Shoe Giveaways – weekly opportunities for members to win designer shoes and to be featured on <b>shuzsociety</b>’s Web site in the “winner’s gallery”</li><li>▪ <b>shuzscopes</b> – monthly horoscopes with a shoe-related spin</li><li>▪ Designer spotlights to showcase the face behind the footwear creations</li><li>▪ Hot deals for shoe lovers</li><li>▪ Footwear-related “things we love”</li><li>▪ Featured styles and trends with click-to-purchase capability to online retailers</li><li>▪ Charitable pursuits of those in the footwear industry, as well as shoe-related relationship advice in “heart and sole”</li></ul>
<b>Web Site</b>	For information about <b>shuzsociety</b> , visit <a href="http://www.shuzsociety.com">www.shuzsociety.com</a>
<b>Company Leadership</b>	Joni Marshall Floyd, co-founder, <b>shuzsociety</b> Cindy Marshall, co-founder, <b>shuzsociety</b>
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## Membership Opportunities

### **"hooked" Membership**

This membership offers the following benefits and exclusive opportunities to shoe lovers:

- Eligibility to win the weekly "fab friday" designer shoe giveaway
- Access the season's must-haves and trend reports by our "sole research" fashion editor
- Ability to click on any shoe image to:
  - purchase through one of our premier retail partners
  - learn more about the designer, and
- Shop for shoes, gifts, footwear products and services for the well-heeled consumer in our convenient Shopping Guide
- View designer interview videos
- Enjoy monthly **shuzscopes** – a sole-inspired horoscope
- Ability to receive weekly **shuzsociety** email updates to keep you abreast of what's new on the site.

**Cost:** Free