



shuzsociety™ Fact Sheet

Background	A unique online magazine, shopping source and social network for shoe lovers, shuzsociety 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, shuzsociety has offices in Dallas, TX; Tulsa, OK; Austin, TX and New York, NY.
Fun Features	<ul style="list-style-type: none">▪ "fab friday" Designer Shoe Giveaways – bi-weekly opportunities for members to win designer shoes and to be featured on shuzsociety's Web site in the "winner's gallery"▪ NEW fashion TV portal for designer videos and shopping▪ shuzscopes – monthly horoscopes with footwear forecasts for each sign▪ Designer spotlights to showcase the face behind the footwear creations▪ Hot deals for shoe lovers▪ Footwear-related "things we love"▪ Featured styles and trends with click-to-purchase capability to online retailers▪ Charitable pursuits of those in the footwear industry, as well as shoe-inspired news and information in "heart and sole"▪ shuzNEWSletter emails to those who opt-in for weekly updates
Media Services	<ul style="list-style-type: none">▪ Footwear designers and retailers, as well as handbag and accessory brands benefit from our multi-platform approach to reach a targeted audience of shoe lovers.▪ Customized media services include "fab friday" giveaway promotions, banner ads, sponsored editorial, text links and emails.▪ NEW online video marketing program provides the footwear industry with a turn-key video solution for production, syndication, hosting and e-commerce.
Web Site	For information about shuzsociety , visit www.shuzsociety.com
Company Leadership	Joni Marshall Floyd, co-founder, shuzsociety Cindy Marshall, co-founder, shuzsociety
Public Relations Contact	Cindy Marshall 877.797.SHUZ (7489), x707 cindy@shuzsociety.com