



FOR IMMEDIATE RELEASE

Pleaser USA, Inc. Set to Launch New PIN UP COUTURE® Retro Footwear

Fullerton, CA- August 6, 2010- Pleaser USA, Inc., the global leader in sexy and alternative footwear, announced today the Fall 2010 launch of its new PIN UP COUTURE® Retro Footwear Collection, the seventh addition to the company's growing portfolio of brands.

The collection will have a retro chic aesthetic, encompassing a broad range of single sole heels, platforms, wedges, and slides that feature exclusive designs in a flirty, playful spectrum of colors. From sugar skull embroidery to Mexican Day of the Dead prints to cherry and flowery prints to ribbons, bows and rhinestone embellishments, this young and fresh collection has something unique and appealing to satisfy all taste buds.

"We are absolutely delighted to be introducing yet another line to our Pleaser family of quality brands," said company CEO Ben Hsu. "We are confident that PIN UP COUTURE® will resonate extremely well with the collection's targeted consumer."

New product images will be posted for viewing online at www.pleaserusa.com as they become available.

About Pleaser USA, Inc.

Pleaser USA, Inc., incepted in 1993, started out as an importer and distributor of urban fashion footwear. Over the years, it has evolved into a specialty footwear powerhouse serving exclusively the needs of various alternative lifestyles. With a customer base spanning almost 50 countries; and expansive 130,000 sq. ft. facility; seven distinctive footwear brands: PLEASER, BORDELLO, DEMONIA, DEVIUS, FUNTASMA, PIN UP COUTURE and LUCIOUS, which encompasses a vast collection of footwear featuring sexy, glam, retro, rockabilly, fetish, gothic, punk, and renaissance; and a commitment to total customer satisfaction and reliable on-time delivery, Pleaser USA, Inc. has positioned itself as a premier global manufacturer and wholesaler of sexy and alternative footwear. For more information about Pleaser USA, Inc., please call 714-771-1888 ext.115 or visit www.pleaserusa.com.