

FOR IMMEDIATE RELEASE

Pleaser USA, Inc. Set To Unveil Over 100 New Styles For Its Devious® Fetish Footwear Collection

Fullerton, CA- March 3, 2010- As the global leader in sexy and alternative footwear and the sole supplier of a comprehensive fetish footwear collection in stock for immediate delivery, Pleaser USA, Inc. is set to unveil the highly anticipated additions to its DEVIOUS® brand this summer with a catalog that will feature 10 exciting new collections with over 100 new styles.

The upcoming catalog will highlight various new single sole and platform collections with heel heights ranging from 5 1/2" to 8". Styles include leopard printed high heel pumps, 6 1/2" solid brass high heels, square-toe fetish heels, pony style horse hoof shoes, heel-less heels with wooden platforms, and seductive two-toned 8" heels embellished with rivets and corseted lacing.

More than something stylish to wear, DEVIOUS® is designed with BDSM customers in mind, and has been ever since it first debuted seven years ago. "DEVIOUS® is strictly a fetish footwear brand and Pleaser USA is the only company that can fulfill orders with inventory rather than made to order when it comes to fetish footwear," said company CEO Ben Hsu.

"Boundaries are dropping and fetish fashion is quietly but undeniably seeping into mainstream with the introduction in recent years of more risqué clothing into pop culture and everyday life," Hsu added. "Fashion designers are incorporating more fetish themes in runways and shows and celebrities like Lady Gaga, Rihanna, Beyonce, PussyCat Dolls and Katy Perry are all using latex and PVC in music videos and on the red carpet."

DEVIOUS® footwear is well known among the fetish community and has been featured repeatedly in worldwide fetish publications such as Skin Two and Marquis for its superb quality, innovative designs and affordable pricing.

Among the current DEVIOUS® bestsellers are styles from the Ballet Collection, a contemporary style of fetish footwear that combines the elegance of the pointe shoe with the sexiness of the ultimate high heel. These 7" Spike Heels come in nine different styles and are available in standard black leather and black patent, with white and red patent available for selected styles. Fetish enthusiasts aching for even greater height need look no further than the Xtreme or Femme Collection for their wide assortment of 8" spike heels and 8" block heels in black patent and black leather. The Scream Collection with its 6" solid brass heel offers the perfect solution for those after the commanding dominatrix look. Visit www.pleaserusa.com to view the current and new styles arriving daily in the DEVIOUS® fetish footwear collection.

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 spawning almost 50 countries; an expansive 130,000 sq ft facility, six distinctive footwear brands: PLEASER, BORDELLO, LUCIOUS, DEMONIA, DEVIOUS and FUNTASMA, 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.

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