

FOR IMMEDIATE RELEASE

Pleaser USA, Inc. Launches “Springolators” Collection

The “Magnet” Shoe That Promises To Stay On The Foot

Fullerton, CA- February 1, 2010- From exotic dancers to burlesque strippers to girls next door, glamour girls around the world in search for ultra sexy and comfortable high heeled platform mules that won't easily slip off while walking or dancing, need look no further than Pleaser USA, Inc.'s newly launched “Springolators” Collection.

“We are very excited to re-introduce an iconic concept in a product that promises to become a must-have commodity for every exotic dancer,” states Pleaser USA CEO, Ben Hsu. “Pleaser’s “Springolators” Collection absolutely reduces the chances of shoes slipping off or making disruptive clacking sounds while walking on the floor or dancing on a stage.”

What makes Pleaser’s “Springolators” Collection so special? According to Hsu, the “Springolators” Collection features a “Magic Cling” elastic band in the middle of the leather insole that creates tension between the shoe and the bottom of the foot. The extraordinary “sticking power” afforded by this feature allows the wearer to keep the shoes comfortably and securely on the foot.

Dubbed as the “shoes with the spring in the sole,” high heel mules featuring “spring-olators” were originally created in the mid-50s of the last century to address the growing concern of women who had problems keeping their backless high-heel shoes on. In almost no time at all, “spring-o-lators” became a signature feature on the backless high heel shoes that were at the time moving out of the bedroom and the boudoir, and onto the street. Women loved “spring-o-lator” shoes because it was like wearing a sling back or an ankle strap sandal, sans the straps.

Pleaser USA recently conducted a pre-launch market test for the “Springolators” shoes with exotic dancers from local clubs, and the style was met with overwhelming enthusiasm. Among the comments made by participants were: “What a relief it is to be able to wear our favorite style of shoes without the worry of them slipping off!” “The arch support is unbelievable. It’s like stepping on a spring.”

In addition to the magnet-like feature described above, Pleaser’s “Springolators” Collection also features a leather-covered insole that allows for easy cleaning, a padded inner sole for extra arch support, and a raised toe bar for maximum traction. Pleaser’s “Springolators” Collection is now in stock and available for immediate delivery. All styles can be viewed online through Pleaser USA, Inc’s website at www.pleaserusa.com.



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; an expansive 130,000 sq ft facility, six distinctive footwear brands: PLEASER, BORDELLO, LUCIOUS, DEMONIA, DEVIIOUS 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.

###