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Michael Antonio Calls All Sirens in a Search for Six Spokesmodels

(New York, NY) **March 6, 2008** – Powerhouse fast fashion brand Michael Antonio Footwear Group (Michael Antonio), is celebrating the fashion savvy and uniqueness of its consumers this autumn with a first-of-its-kind ad campaign that will feature six “muses,” or consumers who wear the brand’s shoes with flair to complement imaginative outfits and express their personal styles. Appropriately themed “Michael Antonio Muse,” the campaign spotlights the diverse types of women who wear Michael Antonio shoes; how they convey their values and personalities through fashion; and the hobbies, interests and passions that make these women captivating. The six spokesmodels will appear in a national ad along with their first names, ages, and short descriptions of their personal styles, professions and interests.

To find these six spokesmodels, Michael Antonio is making an application form available on its web site: www.michaelantonio.com. Applicants must be 18 years or older and be legal U.S. residents, as well as have a unique sense of style, adore shoes, live for fashion and want to be a star! Twelve semi-finalists will be chosen from the entries and announced on the web site on May 5, 2008. The public will then be able to vote online at the Michael Antonio site for their top six winners. At the end of May 2008, the six with the highest number of votes will be announced as the Michael Antonio Muses. The lucky winners will win an all-expenses-paid trip to New York City in June, complete with a high-profile photo shoot; appearances at promotional events in Los Angeles, New York and Las Vegas; the chance to design a Michael Antonio shoe; features in the fall issues of magazines like *Lucky*, *Latina*, and *Glamour*; and, finally, free Michael Antonio shoes for a year.

The idea for a campaign spotlighting actual consumers was born when Michael Antonio began searching for a celebrity spokesmodel, and soon realized that a celebrity would resonate with only a small percentage of women who love the brand. It was decided that with such a wide variety of stylish women choosing Michael Antonio shoes, why not showcase the different ways in which real women use Michael Antonio to create and complement their unique looks?

“With this concept of the Michael Antonio Muse, we really want to celebrate fashion through the lens of our diverse Michael Antonio consumers,” said Michael Su, CEO of Michael Antonio Footwear Group. “Fashion advertising can make women feel like they need to look or dress a certain way in order to be stylish. We’ve seen women of all types in our shoes, so the purpose of the Muse campaign is to highlight how different women wear Michael Antonio to express their personal sense of style.”

The Muse campaign is just one of the many exciting initiatives Michael Antonio has undertaken this year. The brand has been a major player in Fashion Week on both coasts, having partnered with Sue Wong, Christian Audigier and Kevan Hall, among several others, for LA Fashion Week, and Joanna Mastroianni, James Coviello and Peter Soronen at NY Fashion Week. Moreover, Michael Antonio has been requested by celebrities ranging from Rihanna and Hayden Panettiere, to Scarlett Johansson and Rachel Bilson. As it surges into the leading position in women’s fast fashion footwear, Michael Antonio is on every style-conscious woman’s radar.

Michael Antonio Footwear Group is a privately held company with showrooms in California and New York. The company enjoys global distribution in more than 20 countries around the world. For more information please visit www.michaelantonio.com.

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