

Media Contact: Darlene Fiske, 512-331-7755, darlene@thefiskegroup.com

LILLYBEE SHOES DEBUT EXCLUSIVELY AT SIMPLYSOLES

Four New Styles Brought to Life by Kassie Rempel, Owner of SimplySoles

Washington, DC...The owner of SimplySoles, 35-year old Kassie Rempel is taking the shoe industry by storm, one step at a time. In addition to the one of a kind shoe catalog and online boutique, this entrepreneur is taking matters into her own hands with a private label shoe line called **lillybee**, (<http://www.simplysoles.com/category/180>).

Inspired by her travels to find the best designer women's shoes, Kassie embarked on a trip to Brazil in late 2007 and found a factory who shared her interest in quality craftsmanship and attention to design details. Impressed by the factory's dedication to quality and inspired by the fashion savvy women of Brazil, the **lillybee** line was born. Debuting with four styles for spring, all showcase Rempel's signature sass and sophistication.

"Creating a private label line is a natural progression of my passion for fine footwear. The joy of working with the designers to bring our customers the best styles of the season has always been fulfilling. And now that I'm putting my own stamp on a shoe collection, I have a new level of appreciation for those talented designers I've been working with for the past four years," says Rempel. "I am not an artist or a designer by trade, but I know a great shoe when I see one. With **lillybee**, I'm able to edit and construct a shoe based on the 4 years of market research we've obtained by intimately knowing our customers and listening to what they want in a high-end shoe. With **lillybee**, I help get our customers in high-fashion, high-quality at entry-level prices."

This mother of two and mom-entrepreneur is no stranger to multi-tasking. With a Masters in Tax and as a CPA, the skills she learned early-on have helped her create a successful business model within the shoe industry.

Her new line is named after her children: a daughter named Lily and a son who loves bees.

Frustrated by the poor selection of shoes offered for sale online and in fashion catalogs, Rempel turned her passion for shoes into a successful business and founded SimplySoles in 2004 with the hopes that other women would appreciate shopping for designer shoes from the comforts of home. The catalog is mailed nationwide and is available by visiting www.simplysoles.com or calling 1-800-909-3679. Visitors can also register to receive the email newsletter giving them the inside scoop on private sales and new additions to

the collection. Rempel authors a web blog on her site titled Sole to Sole (<http://www.simplysoles.com/blog/>) that is humorous, insightful and honest.

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