

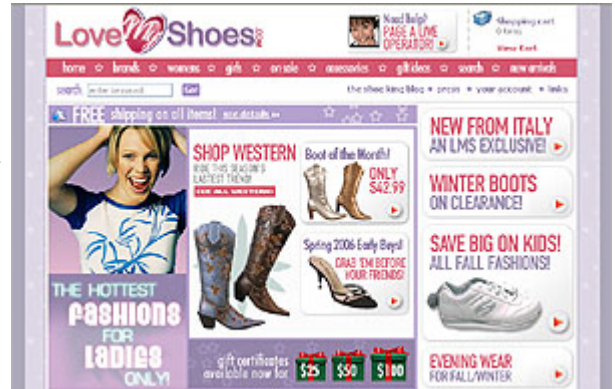
Thursday, October 27, 2005

out & about
for the cause

Love My Shoes Sends 4,000 Brand New Pairs of Shoes to Katrina Victims

On Tuesday, November 1st, Robert Yeganeh of [LoveMyShoes.com](http://www.lovemyshoes.com) (www.lovemyshoes.com) will be shipping 4,000 pairs of brand new shoes to New Orleans from Love My Shoes in Sayville, NY. Love My Shoes is combining efforts with Russell Simmons, hip-hop magnate and founder of Def Jam Records and Rush Communications, to get this operation off the ground.

Robert Yeganeh, President and Founder of Lovemyshoes.com, has it in mind to "set an example for retailers everywhere by not just recognizing a need but by also digging deep and making a meaningful contribution."



Russell Simmons has long held that when the resources are available, social responsibility is a top priority. "We are committed to filling the voids and serving as best we can the many thousands of people that lost homes and belongings to hurricanes Katrina and Rita. To have LoveMyShoes.com donate thousands of pairs of shoes from their shelves shows the kind of generosity and support we should all be showing to our neighbors on the Gulf Coast."

"Where there is abundance there is an opportunity to give. When that opportunity is taken, then the giver deserves credit and should be elevated as an example of how we can help each other in times of crisis," declares Michael Sean Anderson, whose McCan Company brokered the Rush/LoveMyShoes.com relationship. "Rush Communications has a track record of tireless dedication to those in need. It is tremendously encouraging to see Robert Yeganeh and LoveMyShoes.com join the effort and help set the standard for the rest of us."

Slightly used shoes from individuals are welcome, and if you stop by on Tuesday, November 1st to donate shoes, you will receive \$5 off a Love My Shoes' purchase.

For more information, please contact Meghan Berger at 212-213-6444 ext. 17 or meghan@kmrcommunications.com.

For more information go to www.lovemyshoes.com