

LA Gear Originals Relaunch

BEVERLY HILLS, CA, December 9, 2008 - Iconic sneaker brand **LA Gear** is back, with a line of sneakers reviving many of the brand's signature styles from the Unstoppable line, while updating some colors and materials.

LA Gear-owner **ACI** teamed up with top indie retailer **Sportie LA** for the relaunch, with the Fire High (known for its fiery emblem), the Star Shooter High (B-ball on the tongue), the womens Flame High (with its twisted leather pattern, recognized as one of the brand's most iconic styles), and the K.A.J. (which updates the classic shoe with striking metallic silver and gold) among the styles brought back for the endeavor. The much-anticipated line releases today in-store and online only at Sportie LA, with select retailers entering the mix next month.

"LA Gear is one of the classic heritage brands, and we're staying true to that," said Sportie LA co-owner **Isack Fadlon**. "A few years ago, everyone was coming back, it was the thing to do. With LA Gear, we and ACI have chosen the timing, we didn't fall into the trap of following suit." Fadlon added that the LA-centric theme is no coincidence: "ACI and Sportie LA are both based here, and the timing reflects a boon in fashion in Los Angeles. The city's profile in that regard is rising so quickly, gaining stature in its own right."

On a broader note, said Fadlon, "Based on early reaction, we're confident about the level of energy this will bring to stores, consumers, and the industry as a whole."

"It has been almost 20 years since these original LA Gear styles have been in the market, and we feel like it's time to bring them back," said ACI's **Lance Jackson**, Director of LA Gear Specialty Product. "It's a project LA Gear is very confident and excited about!"

In its second phase, the team will bring back the LA Lights, a trademark of the period, which will be available in kids, mens, and womens sizes.

With four stores in the Los Angeles area, and a clientele that reads like a Who's Who of fashion-conscious celebrities, Sportie LA is considered one of the chief influencers on today's sneaker scene. In 2007, the company was listed #3 among Independent Retailers on Footwear News' Power 100. Fadlon himself has been ranked #44 in this year's list of Top 100 industry players.

###