



FOR IMMEDIATE RELEASE

soleRebels , Africa's fastest growing footwear brand launches new global ecommerce website

Launches service with a special **BUY ONE get next pair at super discount** promotion !

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soleRebels , the footwear brand recently hailed as “the Nike of Africa” and Africa’s fastest growing footwear brand, has launched a new state of the art , fully ecommerce enabled website www.solerebelsfootwear.co . The move significantly expands soleRebels own presence in the booming multi-billion dollar global online footwear market .

And to make it even more exciting the company is launching the new soleRebels site with a special **BUY ONE PAIR get next pair at a SUPER DISCOUNT** promotion !

“ We are very excited about the launch of the new soleRebels site . This site will allow global consumers to buy direct from the soleRebels source using multiple online payment formats from credit cards to PAYPAL ,” stated soleRebels managing director + founder bethlehem tilahun alemu. “ We strongly believe that consumers want to touch , feel and interact with the soleRebels brand and the soleRebels site is **the place** for them to do that. ”

The site features flash video, fully interactive search capabilities and best of all over **600 unique sandal, slipOn and laceUP styles** of soleRebels . And with price points ranging from \$65 USD to \$85 USD for fully artisan crafted footwear inclusive of courier shipping to the customers door , the products represent amazing value .

check out soleRebels on the web at www.solerebelsfootwear.co



The [soleRebels](#) site also features many innovative elements like :

□ state of the art [6 view zoom product viewing](#) enabling consumers to literally TOUCH AND FEEL the product , seeing it from every angle and in full detail.

□ a [customSOLE function](#) that allows customers to customize their footwear in the exact colors of their choice. Customers can select their exact colors of choice and [soleRebels](#) artisans will loom and dye and make their shoes according to those specific choices. This will be great for weddings and events where customers are looking for color specific footwear as well as for organizations looking to source footwear in their corporate or team colors .

□ a dedicated [b*nd section](#) featuring footwear products : “ *created + crafted for vegans, veggies + everyone who cares deeply about what they wear and who doesn't want any animal related products making up their footwear.*”

□ all products sold on the site are covered by [soleRebels](#) unique [happySOLES guarantee](#) . the guarantee is groundbreaking in the footwear industry and guarantees 100% customer satisfaction by promising to replace any shoe bought from the [soleRebels](#) site **NO QUESTIONS ASKED UNTIL the customer is 100% SATISFIED !** AND the [happySOLES guarantee](#) also guarantees ANY soleRebel shoe *no matter where a customer bought it for the life of the sole.* if anything on the shoe goes wrong **BEFORE** the sole has worn through, [soleRebels](#) *will replace the pair for free no questions asked !*

□ a [walkNAKED page](#) that highlights the company's unique footwear philosophies and encourages customers to upload in photos of them wearing their [soleRebels](#) shoes and rewards them for doing so with a free [soleRebels walkNAKED tee](#) !

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☐ full twitter, google+ and facebook inter-connectivity so customers can share the experience with their friends all over the planet!

☐ a dedicated customer service voice line at **1 855 LUV SOLE** that allows customers to call toll free 24 hours a day 7 days a week and get in voice contact with [soleRebels](#) .

☐ web exclusives created by [soleRebels](#) talented and creative designers, who will design unique products that will be ONLY sold through the [soleRebels](#) site !

“ We always say that [soleRebels](#) began as an idea - that the creation of shoes could be a platform for inspiration + hope” , stated [soleRebels](#) managing director + founder bethlehem tilahun alemu. “ With that in mind we are thrilled to be able to bring our own flavor of footwear **DIRECTLY** to consumers worldwide. With our unique focus on eco-sensible + recycled product inputs as well as cultural artisan crafting, we look forward to exciting footwear customers worldwide for a long time to come . And just as the online footwear market is exploding , [soleRebels](#) is too becoming a major emerging footwear brand that is energizing the global footwear market with market leading products, while also showing what a Fair Trade company can accomplish in terms of changing lives in the communities of developing nations. We are excited by [soleRebels](#) immense potential and we are even more excited to invite everyone to come and experience the new [soleRebels](#) site and let us know what they think .”

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about soleRebels

Background and Overview

check out soleRebels on the web at www.solerebelsfootwear.co



Hailed as **Africa's Nike**, **soleRebels** was founded in 2005 by Bethlehem Tilahun Alemu a 30 year old Ethiopian woman entrepreneur, to bring jobs and sustainable + self directed prosperity to her community in Addis Ababa Ethiopia.

Seeing that Ethiopia had plenty of charity “brands” but not a single global brand of its own, bethlehem set out to change all that. Tapping into her community's and the nation's rich artisan wealth + heritages, bethlehem set about re*imagining what footwear could be.

bethlehem passionately believed that people worldwide want their brands to demonstrate that they care as much for the people creating their products as they do for reducing their carbon footprint. So in 2006 **soleRebels** began an almost 2 year process that culminated in them becoming **the planet's first+only World Fair Trade Federation [WFTO] FAIR TRADE certified footwear company**, the only certification that lets consumers know in *a verifiable manner* that a company's entire practices - labor, wages, environment- are Fair Trade compliant.

Flash forward five years, many shoes and over 75 full time and 120 part-time well paying jobs later, **soleRebels** is proud to be a growing global footwear brand and **the very 1st global footwear brand to ever emerge from a developing nation!** **soleRebels** stands as **LIVING PROOF** that creating innovative world class brands is **THE BEST** road to greater shared prosperity for developing nations like Ethiopia.

Winner of the 2010 **EcoBOLD Award** for best footwear **soleRebels** is sold globally at leading global retailers like **Urban Outfitters** and US online footwear leaders **Endless.com** + **Amazon.com**; it is also sold across all 27 EU nations via the EU's **#1** online footwear retailer **SPARTOO.COM**; it is retailed around the USA at **FLIP FLOP SHOPS** North America's first retail chain exclusive to the hottest brands of flip flops and sandals and at **sandalWORLD** + **CaraMia**; in the UK **soleRebels** is sold via online retail powerhouses **Amazon.co.uk** + **Javari**. **soleRebels** has established a critical presence in the Asian market and is retailed throughout Japan via top retailers **RAKUTEN**, **JAVARI JAPAN** and **Amazon Japan** as well as through the company's exclusive distribution partner **soleRebels Japan**.

In 2010 World Bank Chief Robert Zoellick along with the entire World Bank team, **visited soleRebels factory, eager to learn how bethlehem had guided the company to such heights**. The visit marked an historic 1st for Ethiopia's private sector as it was the first time a sitting World Bank president visited a private Ethiopian company.

Bethlehem's efforts to re-imagine African commerce were honored when President Bill Clinton invited her to address the September 2010 **Clinton Global Initiative's** panel **Supply Chains of Opportunity**, making her the very first woman African entrepreneur to address the Clinton Global Initiative as a speaker and panelist.

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On March 9th 2011 in Davos , Switzerland the **World Economic Forum** endorsed bethlehem's vision that Africa's future prosperity lies in the successful deployment of globally competitive , African controlled brands , [naming her 2011's Young Global Leader \[YGL\]](#) from amongst many thousands of prestigious candidates.

Seeing the protection of its intellectual property assets as a key to securing both the company's and Ethiopia's growth and sustainable development , **soleRebels** became the **very first** privately owned Ethiopian company to successfully register a United States Trademark for its soleRebels® trademark .

In April 2011 the **World Fair Trade Organization [WFTO]** , the *sole* global body that certifies company's practices as Fair Trade , named bethlehem as the body's 1st ever **Global Fair Trade Ambassador**, charged with expanding the global presence, practice and impact of Fair Trade.

Iconic conservation group the **World Wildlife Fund [WWF]** invited Bethlehem to address their 50th anniversary symposium to share her experiences of creative entrepreneurship and discuss the possibilities and opportunities facing this global conservation body as it begins its next 50 years .

In May 2011 Bethlehem was invited by the World Bank Managing Director Ngozi Okonjo-Iweala **to address the World Bank/UN LDC trade enhancement policy formulation sessions in Istanbul**, marking the first time an African woman entrepreneur was invited to assist in formulating global trade policy in this global forum.

On June 22, 2011 , Bethlehem was chosen from a field of deeply distinguished business leaders from across the continent and was named 2011's **Outstanding African Business Woman** by the African Business Awards , becoming the first Ethiopian to ever win the award!

Product Design and Development

soleRebels designs all of its products from its office in Addis Ababa. its business model centers on eco-sensibility and local community development; product design and development involves a great deal of effort to achieve fashionable and appealing quality products that use local materials . This model **maximizes** local development by creating a local supply chain while creating world class finished products with lots of style and appeal.

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In addition to [recycled car tire soles](#) soleRebels styles incorporate as many recycled + sustainable materials as possible with ingredients like [hand spun heritage organic cotton](#) & [artisan loomed fabrics](#) produced by under-privileged workers and sub-contractors from the neighborhood community many of whom are woman who mastered these heritage arts but were unable to find an outlet for them in modern business. Thus the company has created a vital outlet for these skills to be used in a highly productive manner .

rounding out the unique inputs are a rich palette of unique natural fibers including [Abyssinian HEMP](#) and [PURE Abyssinian Koba](#) and [Abyssinian PURE leathers](#). all shoes are handcrafted making it a TRULY ZERO carbon production process ! [soleRebels](#) products are proudly made in this low-impact manner because historically that is the way it's been done in Ethiopia!

Media

The company's business model , product design and quality and global success has attracted strong interest from international media . The **Guardian Newspaper** in the UK recently featured [soleRebels](#) in an article entitled [Ethiopia firm recycling tyres into shoes does big business via internet](#) while the webs leading eco-fashion report dubbed the company [the most fabulous eco shoemaker on the planet](#) and **DISCOVERY CHANNEL** presenter Summer Rayne Oakes named [soleRebels](#) the world's COOLEST FAIR TRADE BRAND !

French icon **LA PARISIEN** newspaper featured the company in a full page story titled [Ethiopie: des chaussures vertes pour le développement durable.](#)

In April 2010 [soleRebels](#) was featured **on the COVER** of industry footwear bible [FOOTWEAR NEWS](#) the 1st developing nation brand to ever receive cover placement on a major North American industry footwear magazine !

Die Welt one of Germany's biggest newspapers recently profiled the company in a full page article titled [Trendsetter laufen auf alten Reifen](#) [TRENDSETTER RUNNING ON RECYCLED TIRES]

CNN recently profiled [soleRebels](#) and its founder Bethlehem Tilahun Alemu in a 30 minute special titled [Ethiopian footwear fashionista starts a green shoe revolution !](#)

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In March 2011 **The TIMES** newspaper in the UK dubbed Bethlehem “one of the most extraordinary entrepreneurs” in Africa in a full length article published in conjunction with the CEO Summit on Africa.

And soleRebels is being featured on **BBC Worldwide** until mid 2011 in An African Journey with Jonathan Dimbleby.

On May 7 2011 the venerable **Irish Times** profiled the company in an article appropriately titled **BEST FEET FORWARD !**

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soleRebels- protecting your precious feet + our precious PLANET [and makin' you look XTRA good in the process....]

*proudly fair trading since we started + now proudly the sole WFTO FAIR TRADE certified footwear maker on the planet !!!

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