

Chinese Laundry Named Official Footwear Sponsor of the MISS UNIVERSE® and MISS USA® 2011 Pageants

New York, NY – January 12, 2011 – The Miss Universe Organization is kicking off 2011 with a new official footwear sponsor, Chinese Laundry. The trendsetter will sponsor the 60th annual MISS Universe® and MISS USA® Pageants.

The sexy, sophisticated footwear line will make its broadcast debut this June on the feet of beauties from all over the United States as they dance the opening number in the 2011 MISS USA® Pageant. Chinese Laundry will “wow” worldwide audiences on September 12th as gorgeous global contestants from over 80 countries compete for the title of MISS Universe 2011® in São Paulo, Brazil.

Each step the MISS USA and MISS Universe contestants take on stage can be crucial in determining the outcomes of the pageants. Chinese Laundry’s shoes are not only stylish, stunning creations, they are also comfortable and easy to walk in. The footwear company will provide Miss Universe and Miss USA contestants with the royal treatment during both the preliminary competitions, as well as the live final telecasts.

“The Miss Universe Organization is putting our best foot forward in 2011 as we welcome Chinese Laundry to our list of valued partners,” said Paula M. Shugart, President of the Miss Universe Organization. “We are confident that this chic, sophisticated brand will complement the modern elegance of the MISS Universe® and MISS USA® Pageants.”

Chinese Laundry Owner/CEO, Robert Goldman states, “Chinese Laundry is honored to provide footwear for an organization with such a rich history in setting fashion trends to a worldwide audience.”

About the Miss Universe Organization

The MISS UNIVERSE®, MISS USA® and MISS TEEN USA® pageants are a Donald J. Trump and NBC Universal joint venture. Utilizing its nationwide grass roots infrastructure, the Miss Universe Organization is committed to increasing HIV/AIDS awareness by focusing on women’s health and reproductive issues. By forging relationships with organizations committed to research and education such as Aid for AIDS, the Latino Commission on AIDS, God’s Love We Deliver, PSI/YouthAIDS, The Global Network for Neglected Tropical Diseases, Gay Men’s Health Crisis and the Same Sky Trade Initiative. For more information, visit: www.missuniverse.com.

About Chinese Laundry

CHINESE LAUNDRY was launched in 1981. With groundbreaking styles season after season, Chinese Laundry lives at the forefront of fashion footwear for young women. Chinese Laundry is the perfect combination of outstanding quality and value with a unique and inspired point of view. For more information, visit www.chineselaundry.com.

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