



*On rare and special occasions joining two companies results in a perfectly complementary and harmonious match. The Capezio recent acquisition of **Bunheads**, the Saratoga Springs based manufacturer of dance and dance footwear accessories, is one of those special times, bringing to the Capezio assortment new products of the highest quality that it did not previously include. Bunheads was founded by a former New York City Ballet soloist and is dedicated to creating innovative, quality accessories for serious dancers. A more appropriate addition to the Capezio family of brands would be hard to imagine!*

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CAPEZIO ACQUIRES BUNHEADS FOR ITS ROSTER OF DANCE-DEDICATED BRANDS

(Totowa, New Jersey/New York, New York): With the recent announcement that it is acquiring Saratoga Springs, NY based **Bunheads**, Capezio has once again confirmed and reinforced its position as the world's leading manufacturer and marketer of dancewear, dance footwear and accessories across all categories. **Bunhead's** products—tried and tested by dancers—include an extensive range of pressure- and shear-resistant hypoallergenic gel protectors for every part of the foot, made using either a patented non-silicone polymer or 100% medical-grade silicone, as well as ribbons and elastics, studio and stage accessories and poster and notecards (additional information regarding Bunheads products is available at www.bunheads.com).

"With the addition of **Bunheads'** full line of accessories to our collection of brands," comments Paul Terlizzi, Chief Executive Officer of Ballet Maker's Inc, parent company of Capezio, "we have assembled the most complete line of quality dance products available from one company"—a company that already offers its core Capezio brand of footwear, body wear and tights, together with Harmonie knitwear and premium body wear, Frontline's active "freestyle" apparel, and the exciting Future Star children's brand.

Beginning in 2009, **Bunheads**, while continuing to operate as a separate company and from the same premises as before, will enjoy the unparalleled global marketing reach of the powerful Capezio sales force. "Leslie Roy-Heck, President of Bunheads Dance Accessories, remarks, "We are so proud and excited to be brought into the Ballet Makers family! We look forward to the opportunity of growing Bunheads by offering more solutions for dancers and working with the Capezio team in getting our products directly into the hands of our customers. It is exciting to know that we will be able to reach a far greater number of dancers here and around the world with products that can really make a difference to their lives."

Last year Capezio celebrated its 120th anniversary since its foundation as a cobbler's shop across from the Metropolitan Opera. Over the years the company has expanded its product line to meet the demands of contemporary consumers, introducing new colors, silhouettes and ever-improving technology to a full range of dance shoes, as well as clothing for activities related to dance such as gymnastics, yoga, skating and Pilates. Capezio dancewear always includes the essential basics, but nowadays it's so much more, with everything a dancer needs: separates, cover-ups, special layering pieces, undergarments, great dance bags to carry it all from studio to performance to street—and now great accessories, too.

Capezio operates retail stores carrying the full lines of all its brands in New York City (three stores including its 51st Street and Broadway FLAGSHIP STORE), Hollywood, Dallas, Cleveland, Boston, Austin and Las Vegas. Dancers can also find Capezio products in fine specialty stores nationwide, and can buy them online, with a generous no-question asked return policy, at www.capeziodance.com.