

Media Contact:
Julie Dodobara
See Kai Run
1-888.524.7463
Julie@seekairun.com

Press release: for immediate release

Preview the 2008 spring/summer collection from See Kai Run®

Fifteen new styles for boys and girls on the move

Seattle, WA, July 30, 2007 -- Kids + warm weather = outdoor fun. Taking a cue from this equation, See Kai Run, popular manufacturer of the perfect first shoe for new walkers, created a line of shoes that will move with kids during this carefree time.

"This collection introduces a fresh palate of colors and ideas," says Cause Haun, founder and owner. "I found inspiration while traveling with my young sons. Not only are my boys colorful personalities, but they are complementary parts to one whole -- much like our new asymmetrical styles."

Here are some of the 2008 spring/summer collection highlights:

RUN. Sneakers and trainers are perfect for little ones on the go. Boys will speed along wearing *Levi*, ocean blue and sea foam trainer; *Boden*, in midnight blue and race car red; and *Sean*, gray and white sneaker with orange and yellow accents. Girls won't be left behind with *Gwendolyn*, vanilla trainer with taupe and pink accents.

DANCE. Leap, twirl and smile in *Lola* – rose ballet flats with khaki and cream stripes.

STROLL. At the beach or in the backyard, everyone will stay feeling and looking cool in See Kai Run sandals. For girls: *Ashley Maija*, asymmetrical style in rose and blush; *Indria*, snow white with silver stars; *Raeden*, mandarin orange with exclamation points. For boys, two unique takes on the classic fisherman: *Jackson*, in Fudgsicle brown leather and suede; and *Isaac*, in midnight and steel blue.

SKIP. There will be a spring in her step when wearing one of our spunky Mary Jane styles: Sweet *June*, in baby blue with white tulips; lively lime and azure *Mina*; and charming *Hannah*, asymmetrical style in leaf green with pink and orange tulips.

RACE. It's a sprint to the finish line in *Bent*, jelly bean green and gray bowler with black tires for boys. Vroom!

See Kai Run's 2008 spring/summer collection can be previewed now on request or at these upcoming trade shows: MAGICKids, August 27 – 30 at the Las Vegas Convention Center, and The Great Children's Event, September 16 & 17 at the Crowne Plaza Hotel in Secaucus, New Jersey.

The new line will be available through retailers starting February 2008.

MORE

See Kai Run shoes are hand-crafted from supple sheepskin with padded collars and a breathable leather lining. Soles are constructed from extremely flexible TPR (thermoplastic rubber), allowing new walkers lots of freedom to move while protecting their feet on all kinds of terrain.

About See Kai Run

See Kai Run is a family-owned and operated business located outside of Seattle, Washington. The idea was born when owner Cause Haun was on a quest for the perfect first pair of shoes for her son, Kai. Unable to find shoes in fun styles that still promoted the healthy development of little feet, Cause and her husband created their own line of shoes that satisfied all of these needs. In just two and a half years, See Kai Run has seen sales expand from a few boutiques, mostly in the Seattle area, to stores all around the country and worldwide. See Kai Run shoes fit children from six months to three years. Please visit www.seekairun.com for additional information. Retail price starts at \$34.

For See Kai Run media inquiries, please contact Julie Dodobara at 888.524.7463 or Julie@seekairun.com.

###